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Business Plan for Electrip DIY –

A DIY Solution for Camper Van Electrics

Markus Tassilo Graf

Work project carried out under the supervision of:

Euclides Major

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Abstract

This work project proposes a business plan for Electrip DIY, an innovative Do it yourself solution for Camper Van Electrics, whose service is to configurate a personalized DIY electronic installation kit utilizing affiliate marketing and the Amazon PartnerNet. A founding strategy is developed based on the analysis of the DIY camper industry, potential customers, and direct and indirect competitors in order to successfully position Electrip on the market. A thorough strategy for the first five years of operation is developed, while certain potential restrictions that might affect the firm are considered.

Affiliate Marketing, Amazon PartnerNet, Business Plan, DIY, Electric installation, #Vanlife

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1 Introduction

This business plan presents the strategy for the launch of *Electrip*, a company that will assist Do it yourself (DIY) enthusiasts with the electrical installation of their camper vans.

1.1 Background and Problem Statement

Going out in nature, setting up a camp, or even driving around in a camper is not a lifestyle that is fitting everyone. But for those who are into it, camping is a passion, retreat, and freedom they cannot get in the urban jungle. The quote "Money can't buy happiness, but it can buy a camper, which is kind of the same thing." is describing this attitude well. Due to the start of the covid-19 pandemic in 2019, several lockdowns, curfews, and meeting restrictions, the people were locked up, seeking freedom (Imöhl and Ivanov 2021). Hence, the imposed travel restrictions within Europe forced people to change from large air travels to smaller travels by car or camping vehicle in order to be able to experience holidays during the times of the pandemic (European Commission n.d.; Magenheim-Hörmann 2022).

As a result of these restrictions but also a resurgent market, Germany is showing an exponential increase in the new registration of mobile homes from 55.040 in 2019 to 78.175 in 2020 and 82.017 in 2021 in this short time period. This matches a compound growth rate of 49% from 2019 to 2022 but also shows the continuous growth of the mobile home market (See Figure 1) (Graefe 2022). According to Caravaning Industrie Verband *CIVD* president Hermann Pfaff, the lack of additional camper van units was owing to a shortage of raw materials and delayed supply chains caused by the epidemic, particularly in the second half of the year (Manager Magazin 2022). According to *ADAC* specialist Zöllner, 50% of the newly registered camping vehicles are compact models like panel vans, vans, or minibuses. Especially the millennials and generation Z are taking over the market right now showing off their life in a van on the internet while spreading the lifestyle with the hashtag #Vanlife (Steichele-Biskup 2022; Pusch and Moser 2022).

An entrepreneurial opportunity thereby lies in the growing popularity of panel vans and minibuses, as the trend of DIY makeovers is also growing. Reasons for this movement are not only the curfews due to the pandemic but also the change in the working environment. Therefore, the offer of hybrid or complete remote working possibilities is also a reason why people are no longer bound to a certain location and are willing to travel more and start living in their vans on a full-time basis (Rodriguez 2021).

Finding a professionally build camper that matches all your personal requirements to live in it is not an easy task and is often linked to tremendous costs. Therefore, camping enthusiasts started transforming panel trucks, transporters, and vans on their own in a DIY style to be able to get every feature they want and to save money (See Figure 2). Facing the DIY van to camper van transformation movement, our qualitative and quantitative interviews stated, that the most difficult part in the camper van conversion for newbies is the planning of the electronic installation (See Figure 3). That is where *Electrip* comes into play and seeks an appealing business opportunity.

1.2 Electrip

Electrip is the electric installation solution for everyone who is building his own DIY camper van. It is made for people with no, low, medium, or even high knowledge of electronic installation and makes the whole process of installing electrics in their camper faster, easier, and safer. *Electrip* is not only a One-Stop-solution for all electronic components needed to successfully convert a van to a camper. It is also providing a guide answering the question, of what components you need for your purpose but also a fool-prove manual for the assembling of all the different components to have a working electrical circuit. *Electrips*' approach is to focus on the camper market solely. As opposed to the traditional discomfort of exploring various hardware and browsing different internet shops, customers do not have to be afraid of buying the wrong components, wasting time discovering the many diverse components needed,

or paying several shipping fees. Hence, *Electrips´* One-Stop-solution is helping the customer to find all the parts needed in seconds, saving him plenty of time and giving him the safety of guidance throughout the whole process of the electric installation. *Electrips´* calculation software is defining which components will be needed. In combination with a customer survey, it is a unique tool to provide customers with a precise list of components needed for their electric installation, based on the calculation of the customers´ daily energy demand. Supplementary to the purchasing list, *Electrip* automatically generates the customers´ personalized all-in-one shopping cart, which can be bought with one click only. Based on the selected components in the shopping cart, *Electrips´* software is able to generate a customized wiring diagram and a foolproof manual which is available in text form as well as in a visual form including videos for the customers´ DIY assembling process. *Electrips´* initial focus will be on the DACH region first, where they were unable to locate any current or similar solutions to this pain of information and purchasing and where they can leverage many DIY enthusiast interests as shown by their study. After that, *Electrip* wants to scale to serve whole Europe with its unique One-Stop-solution. In this report, *Electrip* will outline its pilot project and business strategy in detail, as well as define the next stages for execution and scaling up.

1.3 Motivation and Mission

As student, camper, and outdoor lover who appreciates the freedom of nature, *Electrip* is giving me the chance to help people to reach their goal of driving around in their camper faster while giving them a hand to speed up their electric installation process. The DIY movement is giving the *Electrip* the opportunity to combine its knowledge of electric installation with the passion for nature and a camping lifestyle. Therefore, *Electrip* aims not only to speed up the installation process but also to make the installation process safe and viable even for people without any further electric know how.

1.4 Method

For this project, *Electrip* followed the four-step approach of De Ridder et al. (2007, 423-41) in order to assess sustainable development. Figure 4 in the appendix depicts their strategy. In the first step, *Electrip* has examined all the processes of the conversion from a van to a camper for possible difficulties in general. To do so, they started building a camper van from scratch using a Peugeot Expert van as the basis for their hands-on research (See Figure 5). Furthermore, *Electrip* applied a mixed-methods approach, consisting of 5 semi-structured interviews with stakeholders and two different online surveys (See Figure 6).

The first survey was conducted in 2021 aiming to find out about the main pains of the camper van conversion (160 answers) (See Figure 7). After the pain of the electric installation was identified, *Electrip* completed another survey in 2022 with 93 answers in order to prove their solution concept (See Figure 8). The addition of expert interviews to the hands-on research and literature review as well as the online surveys assisted in gaining knowledge from the viewpoints and experiences of the engaged stakeholders.

The second step was to identify prospective rivals and alternatives. *Electrip* used the questionnaire findings and their hands-on expertise to look for additional systems and comparable companies that have previously been established in Germany, as well as other countries. After identifying these, they approached them to get more insights in form of using their service and ordering an estimate of costs (See Figure 9).

The third step was to evaluate *Electrips* alternative, which they accomplished through a trial program. In this trial program, they put their prototype software and website to the test using their personal contacts as testers. After that, the word of mouth of the team's family and friends got them the first clients who successfully used the prototype generator software and website to order the first items based on their provided personalized purchasing list. Ensuring they asked all their customers and testers for feedback. Finally, *Electrip* continuously examined and

assessed the results of their pilot and interviews and adjusted the implementation strategy and business model appropriately. Throughout the process, their milestones included doing a thorough problem analysis and developing a business model canvas for their solution (See Figure 10).

2 Problem

As previously indicated, *Electrip* began with a holistic and multi-faceted view of its core difficulty, which was described as "the research and assembly process of the electronic installation components" (See Figure 8).

2.1 Causes and Effects

Electrip found three major reasons that led to the identified problem (See Abstract 2). The first one is the “general research process for parts, devices and, modules needed for the electric installation”. Building your own camper van DIY style can often be a burden. Especially when you cannot find the right information straight away. Unfortunately, the internet is stuffed with information and different opinions on which components are needed for your personal purpose. There are many *YouTube* videos, blog posts and, other content regarding this topic. But each of them is facing this problem of “not knowing what to buy” in a different way. Getting the information needed, forces the builder to conduct quantitative research which can be really exhausting. This overload of information is leading DIY enthusiasts to overthink each of their decisions which is extending the research process to an unnecessary dimension.

The second identified cause is the “research process of where to order or buy all the previously defined modules”. As mentioned above, not only the procurement of information is time-consuming, but also the ordering or purchasing process of all the components needed. Due to digitalization and the growth of online markets, there are uncountable online and hardware stores, selling electric components in the DACH region (Chevalier 2022). If you take the most successful online market *Amazon* as an example and search for a Camping AGM Batterie with

100 Ah capacity, you will find more than 577 search results (See Figure 11). The endless online but also hardware shops for camper equipment are offering so many different products, thus a person could spend weeks just deciding whether to buy the 100 Ah Batterie from *BIG* over 500 other options. Therefore, builders frequently seek suggested items, both to reduce their research and to expedite the construction process.

The third identified cause is the systematic assembling, wiring, and installation process of all modules to have a running electricity system in the van. On the one hand, people who started building a camper van DIY on their own, are choosing the hands-on experience. But on the other hand, most of them are insecure or afraid about the whole assembling process and especially when dealing with electricity it comes with some real danger if not done properly. As a result, the builders are seeking help either from a professional electrician or from the internet in form of videos or DIY tutorials in order to get things done the right way and to be safe in the whole building process (See Figure 12).

To sum up, the electric installation is usually one of the first steps in the building process from a van to a camper van (Williams 2021). As described above, it can be extremely time-intensive, exhausting, and demotivating as it is a step in the very beginning of the van conversion where the newbie builder has not gained much experience in the process so far. With the right resources and approaches, the whole electric installation, as well as the research process, can be made not only faster but also more cost-efficient.

2.2 Why we should care about DIY camper vans

The tremendous growth of new registered camper vans (26,69%) in Germany in the last three years due to the covid-19 pandemic is significant (Graefe 2022). So is the #vanlife movement (Bowles 2020). By today we could find more than 12.3 million posts, tagged with the #vanlife on Instagram and even more if you count #camper #van #camperlife on top of that (Instagram 2022). If you look up for groups tagging camper or DIY camper on *Facebook*, you will also

find countless *Facebook* groups regarding this topic. Some of the biggest groups, “van Conversions into Campers” for example has more than 187.000 members and the group “campervan self-build” counts 195.000 members (Facebook 2022).

This amount of data given by social media, the new registered camper vehicles and the enthusiasm shown by the people who participated in the *Electrip* survey, are a great reason why *Electrip* should focus on this niche market.

2.3 Market Analysis

Electrip uses the *TAM-SAM-SOM* model for its market potential analysis because of its early-stage classification. Therefore, *TAM* stands for *Total Available Market*, *SAM* for *Serviceable Available Market,* and *SOM* for the *Serviceable Obtainable Market* (Denault 2017,149-50).

Electrip is facing a blue ocean strategy in the DIY market which is not well explored so far (Kim and Mauborgne 2015). Thus, the following analysis is based on related numbers of professional build camper Vans and Caravans data and can only provide assumptions of the real market size. For the *TAM*, *Electrip* picked every person in the DACH region between the age of 18 and 60, which matches the potential customer age. This applies to ≈ 53,3 million people in Germany, ≈ 5.9 million people in Austria, and ≈ 5.7 million people in Switzerland. Therefore, the *TAM* counts 64.8 million potential customers altogether.

Because *Electrips* business model is similar to an E-Commerce business model, they decided to calculate the *SOM* on the basis of the number of E-Commerce users in the DACH region. The *SAM* is composed of three steps. The first step defines the number of E-Commerce users per country in the age range of 18 - 65. This gives us ≈ 39.9 million users in Germany, ≈ 4.3 million users in Austria and, ≈ 4.1 million users in Switzerland. In total there are 48.4 million E-Commerce users in all three countries together. In the next step, *Electrip* calculated the number of Camping Enthusiasts under the condition that they are also using E-Commerce, which results in 14.9 million people in total. In our last step of the *SAM*, *Electrip* assumes on

basis of their survey, that ≈ 57% of the Camping Enthusiasts & E-Commerce people have thought about building a camper van of their own, giving a total of ≈ 8.5 million people for the *SAM*.

For the calculation of the *SOM, Electrip* matched the Camping Enthusiasts/ E-Commerce with the DIY Enthusiasts. Therefore, the calculation of the percentage of the DIY Enthusiasts was needed. Assuming that the DIY Enthusiasms is equal in all three countries, a percentage of ≈ 42,9 was given. Added this percentage to the previously calculated *SAM,* results in ≈ 3.7 million people for *Electrips SOM*. The precise calculation can be found in Figures 13 and 14.

2.4 Competitive Landscape

Electrip was able to find several existing rivals within the electric online store segment. Due to their investigation, only one of them is using a comparable technique to solve the arduous process of installing a working electric system in the van. Therefore, *Electrip* is defining the online shop for camping electricity *Camper Power* as a direct and main competitor (Gille 2022). The competitor's approach is to generate the customers´ energy demand based on a configuration survey followed by a "what to buy" purchase offer on the *Camper Power* online shop. Their business strategy is similar to that of a standard online store for camper van electrics, but it is complemented with a "what to purchase" survey. The results of the survey are used to create a shopping basket on *Camper Powers´* own online shop for the consumer within the following 5 working days. The purchase offer contains only all electric modules needed for the conversion with a straight-to-buy option but no manual on how to assemble all parts together. Furthermore, *Camper Powers´* products are not exclusive products. They are reselling products that can be found on *Amazon* added with a higher win margin. Therefore, Camper *Powers* revenue model is similar to a normal E-Business-/ online shop revenue model, where customers are faced with higher prices (Dubosson, Ostwalder and Pigneur 2002, 11). An indirect competitor is the United Kingdom based company *Wired Campers Limited*.

Wired Campers Limited is likewise *Camper Power* an online shop for the electric installation of a camper van. Unlike *Camper Power* and *Electrip*, they are not offering personalized but pre-selected “Complete camper van Kits” in low, medium, and upper price segments (Scott 2022). In addition to the “Complete camper van Kits” a customer has the option to buy expansion kits as well as limited interior design modules like LED-Lights or Insulation which are used for further steps of the camper van conversion. Their business model is equal to *Camper Powers* E-Business model and is charging a win margin on the kits and products sold. Separate from *Camper Power* and *Electrip*, *Wired Campers* is only operating in the United Kingdom. Furthermore, they are not able to ship their goods to whole Europe due to the European Union trade agreements (Busch 2009, 4-5).

The *Offgridtech GmbH* also has to be named when it comes to a competitor analysis (Krannich n.d.). This company located in Germany is an online shop specializing in the sale of Off-Grid technologies and solutions for houses and buildings. Their online shop offers different components, which can be used for the electric installation on a camper but are also meant for other purposes like empowering houses or other buildings in the most remote locations in the world. Their business focus as well as the missing personalized customer service is supposed to mark the *Offgridtech GmbH* as an indirect competitor.

Figure 15 illustrates the competitor analysis that visually depicts *Electrips´* top competitors' market positioning and defines the position *Electrip* wants to archive in the market.

3 Solution

In the following abstracts, *Electrip* is going to outline its solution strategy for the previously stated problems.

3.1 The Idea

Electrips´ idea is to introduce a landing page with a plug-in “what to buy configurator” where the customer is filling in a survey to find out about his electric needs on a free basis.

Based on the configurator's recommendations, the landing page will provide the customer with the "where to buy service", providing the customer a link to a complete shopping cart on the online store *Amazon* where he can buy all components needed with one click only or change the shopping cart according to his needs. This unique solution helps to save the customer time for research on what to buy, where to buy, and simplifies the whole ordering process, due to a One-Stop One-click solution. After completing the order, the customer has the opportunity to get a personalized assembling manual from the *Electrip* team for an extra fee, including manuals, video tutorials, and a complete wiring diagram as well.

3.2 Value Proposition

Following the competitor analysis in chapter 2.4 and the customer surveys (See Figures 7-8), *Electrip* was able to determine current pain points in existing solutions and included them in their *Electrip* solution and value creation process. For designing *Electrips´* value proposition, the Osterwalder *Value Proposition Canvas* was used because of its connection with *Electrips´* Business Model Canvas and Customer Segments (Osterwalder and Pigneur 2003).

First of all, *Electrip* wants to simplify and speed up the whole electronic installation procedure. With the "what to buy configurator" *Electrip* is speeding up the information stage of the customers by telling them what electronic components are needed based on their requirements. The second value for the customer is the personalized shopping cart, providing a one-click shopping experience. This personalized shopping cart is not only speeding up the whole electronic installation process but is also sparing the customer the decision-making process of what products to buy in the product overloaded market. Thus, *Electrip* is recommending, the best products within their shopping carts which *Electrip* or the test customers have tested before in order to provide a unique in-house quality control. Furthermore, the personalized assembling manuals, videos but also wiring diagrams are not only a step-by-step guide to successfully install all the electronic components in an efficient way. They are also providing their customers

which have missing experience in the electrical installation with the needed safety during and after the building process. As a result of all this added value and the ease of use of *Electrips´* solution, customers do not have to spend a lot of time in the electric installation in their camper but can focus on following steps in their camper van conversion. A visual illustration of *Electrips´* value proposition can be found in Figure 16.

3.3 Technical Solution

As indicated in 3.1, the technical solution will be composed of three parts. The first part, the "What to buy generator" will give insights into how the given customers´ data will be transformed into a customized and matching recommendation service on *Electrips´* landing page. The second part, the "Where to buy solution" will dive into the conversion of the recommendation from the generator to the actual buying process. The last part, containing the "Assembling manual" will provide an understanding of how a personalized module manual will be created.

3.3.1 "What to buy generator"

The "what to buy generator" works as follows. The customer is completing a survey on *Electrips´* landing page with several questions regarding the customers´ electric consumption. The questions in this survey will be divided into two sections. The first section will ask for devices needed in the camper on a daily basis. Examples of these devices could be: Mobile phones, laptops, TVs, Fridge (…). The second section will ask for the customers' use of the van and their expectations on how to travel in a van. Important here is to find out whether the customer wants to use the camper to stay on Camping sites only which will provide shore power, whether he wants to travel by a mix of camping places and free camping or whether he wants to be fully autarkic. Based on this information, *Electrip* will calculate the customers´ average daily energy demand but also the daily energy generation demand on basis of the different kinds of camping depicted in the second section of the survey. Using this information,

Electrip is able to customize a list of components needed in order to fully satisfy the customers´ needs.

3.3.2 "Where to buy solution"

For the *Electrips´* where-to-buy solution, a cooperation with the *Amazon PartnerNet* program is needed (See Abstract 6.2). In order to successfully recommend products to the customer, a personalized shopping cart is created for every customer. This shopping cart is including every item needed for a fully working electric installation. The products inside the shopping cart will be based on the customized components list generated in the previous step 3.3.1. After the creation of the shopping cart, a link will be shared with the customer. From now on the customer has access to the shopping cart and can add or delete products according to his expectations and needs.

3.3.3 "How to manual"

After ordering the recommended products but also personally added or deleted items, *Electrips´* customers now have the chance to get their personalized assembling manual and wiring diagram. To use *Electrips´* manual service, customers have to share a screenshot of their order receipt. This step has to be done manually by the customer as *Amazon* is not letting *Electrip* track whether someone bought a recommended product or not. Based on this screenshot, *Electrip* is now able to generate a customized wiring diagram. Subsequently, a customized video assembling manual can be built according to the wiring diagram. This means that *Electrip* will find matching tutorial videos for every product given out of a pool of videos created by *Electrip* and generate a playlist for the customer. As the final step, an email with the wiring diagram and the link for the personalized manual video playlist is sent to the customer.

4 Implementation

The following abstracts explain in detail how *Electrip* is exposing their idea to the market and what they have done so far.

4.1 Pilot Projects

Electrip has launched a pilot project to test their assumptions about their potential customers' readiness to utilize their solution in order to learn more about their major pain points as well as the benefits of adopting *Electrips'* solution. The result of this pilot project showed that the test customers were dealing with the whole discomfort of installing electrics in their camper van in less time, with less pain, and without any sudden incidences compared to the pain points described in the survey by the probands (See Figure 17). In addition, it could be observed, that all participants were satisfied with the outcome and motivated for the further progress of the conversion. A summary of the pain points and benefits observed during the pilot projects can be found in the appendix (See Figure 18).

In the first stage of *Electrips´* pilot project, they used personal interviews in order to be able to present personalized recommendations for electric modules and components as well as an assembling manual. In this interview, they asked an internal team member to define his needs to be able to calculate his energy consumption as well as to find matching products. Afterwards the *Electrip* team manually merged a list for all components needed and researched where to buy every single product using the *Amazon* marketplace as the main source (Amazon 2022). The team member then ordered the pre-selected *Amazon* products with the given affiliate links. Based on this order, the *Electrip* team was able to build the module-based assembling manual as well as the wiring diagram. A product prototype can be found in the Appendix (See Figures 19 and 20). The first stage´s scope was to experience the benefits and pains of their service and to find out which process needs to be improved.

In the second stage, they used word of mouth to find some new test customers in their family and friends' environment. Against their expectations, it was easy to find a new customer close by, where they could try out a survey instead of a personal interview for information

procurement and get feedback on the whole process. The survey was used as a test run and, to ensure that this type of information retrieval is working the same way as the interview.

In the third and current stage, they are working on implementing their survey on the landing page using *WordPress* tools and to design a user-friendly website surface. In addition to the implementation of the survey on the *Electrip* landing page, they are prototyping the connection between the survey and the automated energy demand calculator. This energy demand will be one of the crucial data's impacting the following recommendations and the composite of the personalized shopping cart which is still done manually.

In future steps, they plan to automatize the whole process of data acquisition from their customers to automatized personalized recommendations and finally automatically generate an *Amazon* shopping cart which will be the base for the customized assemble manual and wiring diagram.

4.2 Designing the Landing Page

For the design of the landing page, *Electrip* had the help of an IT specialist. He guided *Electrip* through the whole prototyping process and made them use the two free tools *WordPress* and *Elementor* in order to save time and money. In the first step, the domain name *Electripdiy.de* was bought which is also representing the company's name. In the next step, a subscription for the web hosting was made using the service of the German hosting provider *Strato.de* on which the website infrastructure will be stored. After that, *Electrip* started to build the landing page with the subcategories Home, Configurator, About us, FAQ, and Contact and used several other landing pages as a sample. They tried to integrate only the best parts of the sample websites in order to build an appealing web design to maximize customer satisfaction. During the design process, *Electrip* continuously implemented feedback from testers to improve the user experience. In the future, a forum as well as a picture gallery with pictures from *Electrips*

customers, will be added to the website. The design of the landing page can be found in Figures 21-24. The landing page can be accessed via: https//electripdiy.de

4.3 Designing the Prototype Software

The current prototype software is a composite of different preprogrammed *Excel* parts and must be used manually. There is one part calculating the customers´ energy demand, one part with the customers´ preferences on how to go camping (minimalistic, normal, glamping), and a final part combining all the outputs from the previous parts.

In the future an experienced IT specialist is going to build the whole software solution on *SQL* and will integrate it into the landing page, so all processes are automized (See Figure 25).

5 Marketing Strategy

Marketing will be the most crucial component of *Electrips´* go-to-market plan. Therefore, the upcoming section is outlining *Electrips´* marketing strategy in order to successfully enter the DIY camper van market.

5.1 Customer Personas

Electrip established three customer personas based on quantitative (survey) and qualitative (semi-structured interviews) input (See Figures 6-8). The classification into each persona group is based on the specified energy consumption of the customer.

Starting with the *Surviving* customer persona. In this persona group, the customers are using minimal electricity only. This means that they plan to use the camper van for short trips up to three days only or plan to stay dominantly on camping sides where they can use the given shore power. These customers are following a minimalistic camping lifestyle and will therefore have the cheapest electronic installments with ≈ 1000€. The second persona group is called *Exploring*. The customers belonging to this group, are having a medium energy demand, and are planning to spend 3-7 days in a row in their camper. Thus, they will have a mix of self-sufficient and external energy generation. Regarding their lifestyle, these customers do not want

to waive electronic essentials in their camping experience but do not need a luxurious lifestyle. The expected budget for their electrics will be around ≈ 1500€. The last established persona group is using their camper van for *Glamping*. This group is mainly living in their camper van and is using both camping sides, but they also want to spend infinite days out in the woods, generating all their demanded energy by themselves. Their energy consumption is designed for all everyday life needs including luxuries like hair dryers, and electric water boilers (…). *Electrip* assumes a budget of ≈ 2000€ or more. Due to *Electrips´* survey, they expect most customers to be in the "Exploring" customer group (See Figures 26 and 27). A visualization of the detailed customer persona analysis can be found in Figure 28.

5.2 Marketing Mix: 4 P'S Framework

For the marketing execution, *Electrip* chooses to use the Borden Marketing Mix 4 P´S Framework in order to give profitable operations and to identify the business´s key factors (Goi 2009).

Product: *Electrips´* product and services portfolio is divided into three parts. In the first part, they are offering a free recommendation service due to their "what to buy generator" where a customizing what to buy components list is created for free. In the second part, *Electrip* is customizing an affiliate-based shopping cart for the customer with all previously recommended components. In the last part, they are offering a customized assembling manual in written and video form as well as a wiring diagram. Based on their problem statement, *Electrip* assumes that the problems with the electronic installation are the same in all potential sales countries (See Abstract 2). Therefore, their products and services for a potential future expansion to another country will only differ in language but not in the product itself.

Price: As mentioned in the product abstract, *Electrip* is neither charging for the first nor the second step of their service. Therefore, *Electrips´* affiliate-based revenue is controlled by the amount spent by each customer on *Amazon* as well as *Amazon´s* internal price fluctuation.

Consequently, the prices of the components needed are set by *Amazon* and will vary within different countries. The assembling manual as well as the wiring diagram is the product *Electrip* is selling in addition to the previous service. The price for this personalized product will be charged due to a mix of value-based and cost-based price. Based on their market research, they defined the average price of their product 102€ depending on the complexity and number of modules to be integrated into the assembling manual and wiring diagram. The more detailed pricing procedure is described in section 6.2.

Place: *Electrip* will be launched online as the whole business model aims to be automatized. The online market has high potential, as E-Commerce is thriving in Germany, especially with an increasing demand for camper vans and their technical supplies (Jędrzejczak-Gas, Barska and Siničáková 2019, 209-24). Furthermore, it is a simple approach to expand *Electrips*' business model in the future because it allows for cheap organizational costs by just changing the language for a new region and adjusting the affiliate links to the local *Amazon* circumstances. The online channel allows to create brand awareness very easily and to target online customers only.

Promotion: Considering that *Electrip* is launching online, they are using digital marketing to promote their brand in the DACH region first. It is enabling them to use targeted marketing and to create brand awareness through social media like *Instagram*, *Pinterest*, *YouTube*, *TikTok*, and influencer marketing in order to generate reach. Additionally, they are promoting their products and services via their own *Electrip* social media accounts. Due to *Electrips´* surveys, forums, blogs, and *YouTube* will be the key social media platforms to success in order to create word-of-mouth marketing. Especially the free recommendation-based configurator as well as the free personalized shopping cart will be used as the main drivers of *Electrips´* reach.

Positioning – Statement: For DIY camper van enthusiasts who are having lacking knowledge in the electric sector, *Electrip* is the solution that delivers both, a personalized list of electric

parts needed for the electric conversion and an easy-to-understand assembling manual, so DIY customers can enjoy building their electrics themselves in a safe environment because *Electrip* is focusing on the needs of every single customer.

6 Financials

In the following abstracts, *Electrip* is going to outline its financial structure, pricing, and revenue strategy as well as its´ investment requirements.

6.1 Investments and Capital Requirements

The design and development of the website are the primary initial investment expenditures for launching *Electrip*. Especially the design of the landing page but also the solution for the automatization process of the shopping cart generator and the manual and wiring diagram generator are the main drivers for this investment. According to predictions, an estimated investment of 10.000€ is required to build a fully functional website with an integrated software structure. An additional investment of 10.000€ is considered in order to start the marketing wheel. The total investment sum of 20.000€ will be raised through the founder team's bootstrapping, to keep the power of decision-making inside the founder's team. Further investments and the raise of external money will not be needed as the company's goal is to work fully automatized. *Electrip* considers registering their company as a "haftungsbeschränkte Unternehmergesellschaft" which will cost them 105€ (Für Gründer 2022). This price is already considered in the 10.000€ investment for the automatization of the website.

6.2 Revenue Streams

Electrips´ revenues arise from two sources which are planned to split up equally. The first revenue source will be based on the Affiliate-Marketing-Program *Amazon PartnerNet* (PartnerNet 2022). As indicated in 3.3.2 the revenue coming from the *Amazon PartnerNet* is generated as follows. Due to the customers´ disclosures, the *Electrips´* team has generated a list

of products that need to be ordered, aiming to fulfill all customers´ desires. Subsequently, each of these products on the list will be taken into the *Amazon Site Stripe* which is the *Amazon* tool for generating personalized *Amazon Affiliate links* which will be tracked by *Amazon* and then send to the customer. If a customer then buys or puts the recommended product via the personalized link in his shopping cart and buys it later, *Electrip* is earning a commission following the *Amazon* guidelines (See Figure 29). These commissions can vary within different product categories and will be higher, the more revenue a company is generating for *Amazon*. The first product category that *Electrip* will be recommending is "Hobbies & Cars" with a 6% commission of the selling price when generating under 20.000€ revenue for *Amazon* a month and a 7% commission when generating over 20.000€ revenue for *Amazon* a month. *Electrips´* product recommendations will also be part of the "Home Product" category. In this category, the commission returns will be between 7 – 8% when having a *Direct Qualified Sale* of commission. *Amazon* decides whether to disburse the lower or higher commission according to the partner´s monthly revenue, which is set up under or over 40.000€ per month in this specific category. All the previous named commissions can only be valuable when having *Direct Qualified Sales.* According to *Amazon*, a *Direct Qualified Sale* means the qualified sale of a product from the same product category as that of the product page that the customer accesses via the previous personalized affiliate link (PartnerNet 2022). When having *Indirect Qualifying Sales, Amazon* is setting the commission on the selling price in our needed product categories to 1,5%. As reported by *Amazon*, an *Indirect Qualified Sale* means a qualified sale of a product from a product category other than the product page that the customer accesses through the affiliate link. If an Affiliate Link does not lead to a product page, any resulting *Qualified Sales* shall be deemed to be *Indirect Qualified Sales* (PartnerNet 2022). Apart from the two previous named possibilities of *Direct Qualifying Sales* and *Indirect Qualifying Sales*, *Amazon* is giving also the option to generate revenue with the help of their *Amazon Influencer Program*.

Therefore, *Electrip* is going to build its personalized site on *Amazon*. On this site, *Electrip* is publishing their live streams, shoppable photos, and videos advertising several *Amazon* products which can be used for the electric conversion of a camper van.

Due to *Electrips´* latest survey, they expect the average customer to have an *Amazon* order of ≈ 1347€ for a full electrical installation. As a result of this estimated *Amazon* spending per customer, *Electrip* expects to have a revenue of 1347€ * 7% (average percentage between the two product categories) ≈ 96€ per customer using the *Direct Qualifying Sales* method only (See Figure 30). Regarding the *Indirect Qualifying Sales,* it is not possible to give any evidence so far. *Electrips´* second revenue source is the selling of their personalized assembling manuals and wiring diagrams. Here they are charging the customer based on the complexity and number of electric modules needed for the electric installation. The pricing is calculated based on the manual modules needed for creating a customized assembling manual. Due to the latest *Electrip* survey, customers are willing to pay ≈ 94€ for a customized modules list and wiring diagram. When manually building the wiring diagram and the assembling manual, *Electrip* calculated a cost-based pricing of 110€. Therefore, *Electrip* uses a mix of a value-based and cost-based pricing strategy in order to maximize their revenue and customers and sets up a price of ≈ 102€ (Hinterhuber 2008, 41-50). Before the automatization of the manual and wiring diagram writing process in year 0, the costs for the service are 110€ based on the average electrician wage in Germany (Graf 2022). After the automatization process, the costs for the same service will be 5€, due to costs for the manual video's server structure (See Figure 31). These two split-up revenue sources are the basis for *Electrip* to have a safe and constant revenue stream.

6.3 Customer Acquisition Costs

In order to conduct valuable data for the predictions of the CAC, *Electrip* is using the *Facebook ads manager.* This tool is giving *Electrip* a detailed outlook on how the view to link klick conversion will proceed. In year 0, *Electrip* is setting its marketing budget to 6.000€.

Therefore, the *Ads Manager* is predicting a ≈ 3.800 – 11.000 reach and ≈ 424 link clicks to the *Electrip* landing page a day starting from June-December in a pessimistic scenario. With an average link click-to-order conversion rate of 0,5% in our trial run, *Electrip* would generate ≈ 381 sales in this 180-day period of year 0, having an average CAC of 15.57€ per sale (See Figures 32 and 33).

6.4 Cashflow and Cost Scenarios

Electrip is deep-diving into an unexplored market. Therefore, it is challenging to get valuable data when it comes to financial analysis. To make their data more valuable, *Electrip* decided to use three scenario analyses regarding their Costs, Cashflows and, KPIs. These scenarios are divided into three calculations, Realistic, Optimistic, and Pessimistic in order to cover all possible cases and to give an outlook of the first 5 business years. The differences between these three scenarios are given due to different assumptions on the number of customers per year and the assumed revenue per customer. In this paragraph, *Electrip* is outlining the Realistic scenario only. The three scenarios can be found in the Appendix (See Figures 34-36). In years 0 - 1 the accumulated total costs and expenses of *Electrip* are estimated to be ≈ 53.450€ and will continuously grow in the following year while generating growing returns on sales with ≈ 76,95% on average. The majority of *Electrips´* costs will be due to the implementation and the building of the landing page in year 0 as well as its plugins (≈ 11.000€) and Marketing Costs (≈ 18.000€). The fact that the website only needs to be programmed once and is automizing the whole process helps to keep the COGS low in the following years (≈ 4.000€). The maintenance of the website will be very low at 1000€ per year as the construct is very simple and the actual maintenance work will be to check expired affiliate links and their replacement.

Marketing Costs, on the other hand, increase in the following years in order to be able to acquire more customers. The main marketing expenses will be costs for *Facebook* Ads, *Instagram* Ads, *YouTube,* and *Google* Ads in order to maximize *Electrips´* reach and sales. *Electrips´* Selling,

General and Administrative (SG&A) costs are at a very low level. This can be explained by the mature automatization of processes and the resulting minimization of salary payments (≈ 7.000€ per year) since only one employee is required to keep the business running. There will also be no expenses for an Office Building or Administrative as the whole business is working online and can be controlled from all over the world. The salary of the founder will be exactly the Net Income as he is the only CEO, investor, and main employee. On average *Electrips´* costs are growing ≈ 8,7% per year in the given 5-year period. Calculations can be found in Figures 34-36.

6.5 Profit Development and Expectations

In order to get valuable data for the profit development analysis, the same scenario division was conducted as in chapter 6.4. Likewise, in the previous chapter *Electrip* is only outlining the realistic scenario in this report. Year 0 will show a positive operational cash flow of ≈ 30.861€ even though an investment of 20.000€ must be made in the beginning in order to finance the programming of the website and to reach customers with marketing. In the following years, the expected profit will increase tremendously due to scaling effects and constant fixed costs. Starting with ≈ 99.104 € in year 1, ≈ 125.916 € in year two, ≈ 144.735 € in year 3, ≈ 168.218 € in year 4, and ending with ≈ 206.019 € in year 5. Calculations can be found in Figures 34-36.

7 Future Outlook and Conclusion

This abstract will outline *Electrips´* future expansion strategy, business development ideas, and gives a conclusion about the key learnings and limitations.

After successfully implementing *Electrip* in the DACH market, further scaling is indispensable in order to grow revenue and market share. Therefore, *Electrip* is planning to replicate their solution and provide its service in the whole of Europe. It is an easy way to do so, as the programming already has been made and the components needed for an electric installation are not varying in the different European countries. Thus, only the local *Amazon* Affiliate links

must be changed in the programming before a customized shopping cart can be generated. Furthermore, *Electrip* will add their service in English first and in different European languages later according to new market analysis in the aftermath.

By now, *Electrip* is only focusing on the basic electronical installation in order to provide a electric infrastructure. Therefore, *Electrip* wants to use its customer base and increase its revenues by recommending cross-selling products in a further step. For this step, *Electrip* is using the *Amazon PartnerNet* program again in order to generate affiliate recommendation. In this cross-selling add-on, *Electrip* will give the customer, who is buying his electric solution for his van recommendations on camping-related products. These products can vary from simple lamps for the camper to interior and decorations ideas like pillows or other smart solutions which make the camping experience more comfortable.

When it comes to key learnings, *Electrip* can show several achievements since the beginning of their journey. As *Electrips´* biggest key learning, feedback from several sources like, potential customers, friends, experts, and other entrepreneurs must be named. Each of these single inputs helped to face problems in different perspectives and to solve them even when they seemed impossible.

By far the biggest limitation for *Electrip* is the dependency on the *Amazon PartnerNet*. Without this partner program, the whole business model is struggling. *Electrips´* revenue is partly dependent on the commission rates the *PartnerNet* program is offering. Therefore, *Electrip* is considering building its own online store in the long run to archive independence. A list with other limitations and key learnings can be found in the Appendix (See Figure 37).

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Table of Figures

Appendix

Figure 1: New registered Caravans and Mobile homes in Germany from 2013-2021

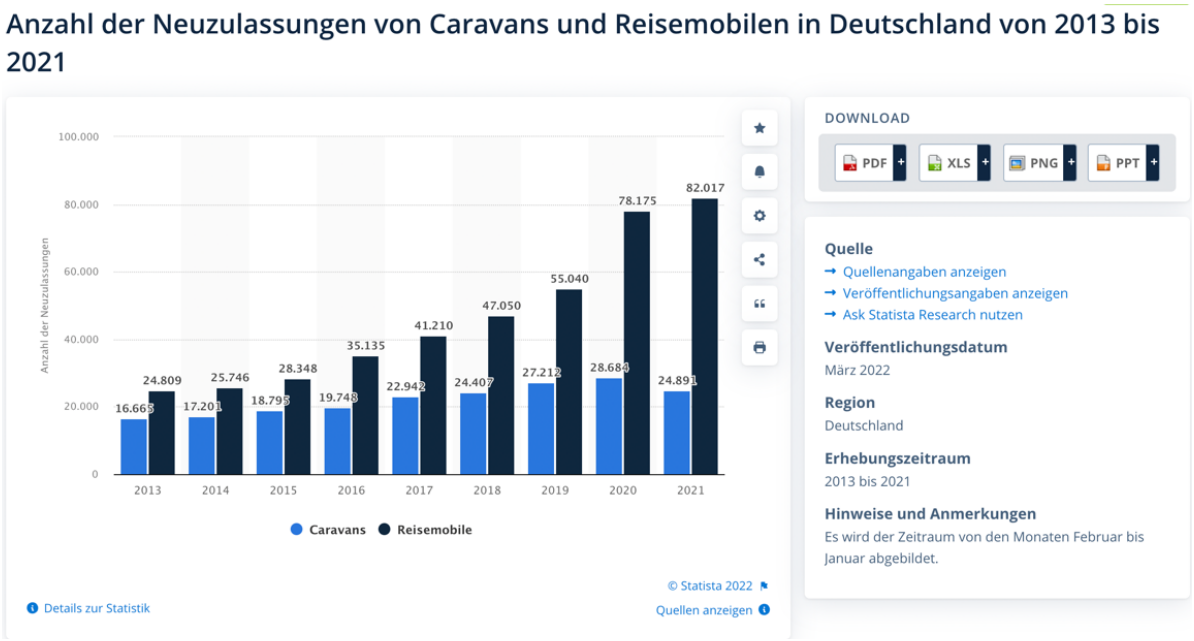


Figure 2: Trend of Van Conversion (Survey 2021)

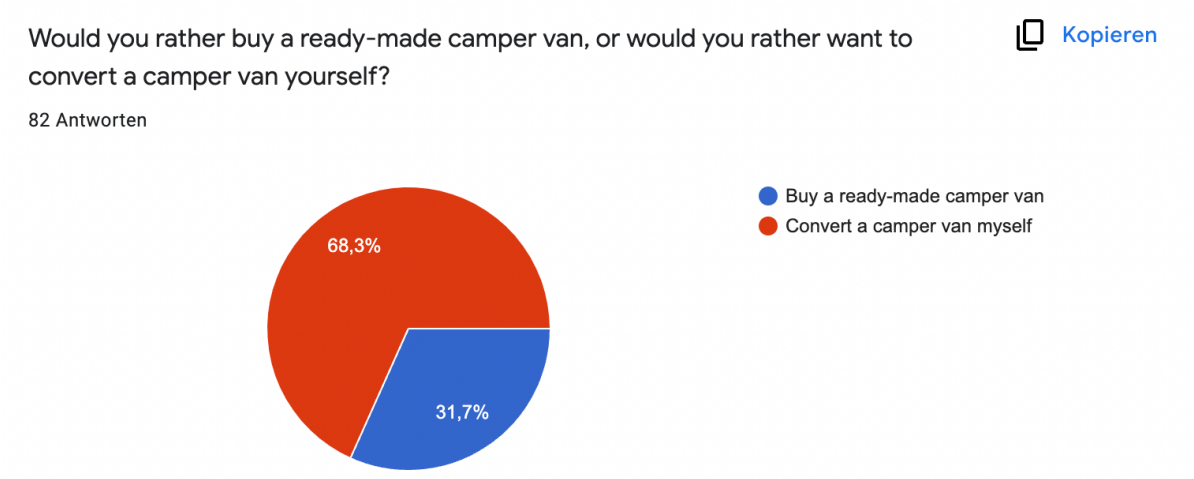


Figure 3: Difficulties in the Van Conversion (Survey 2021)

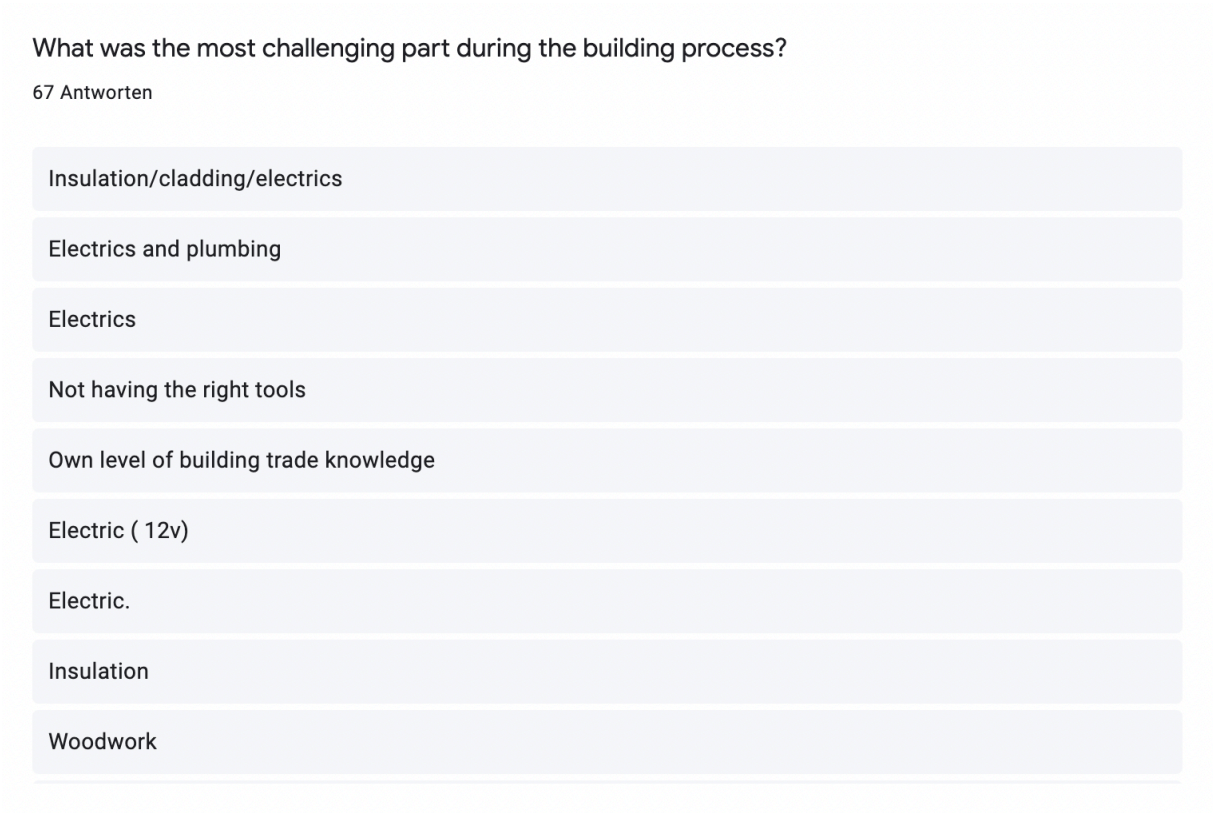


Figure 4: Four-step approach

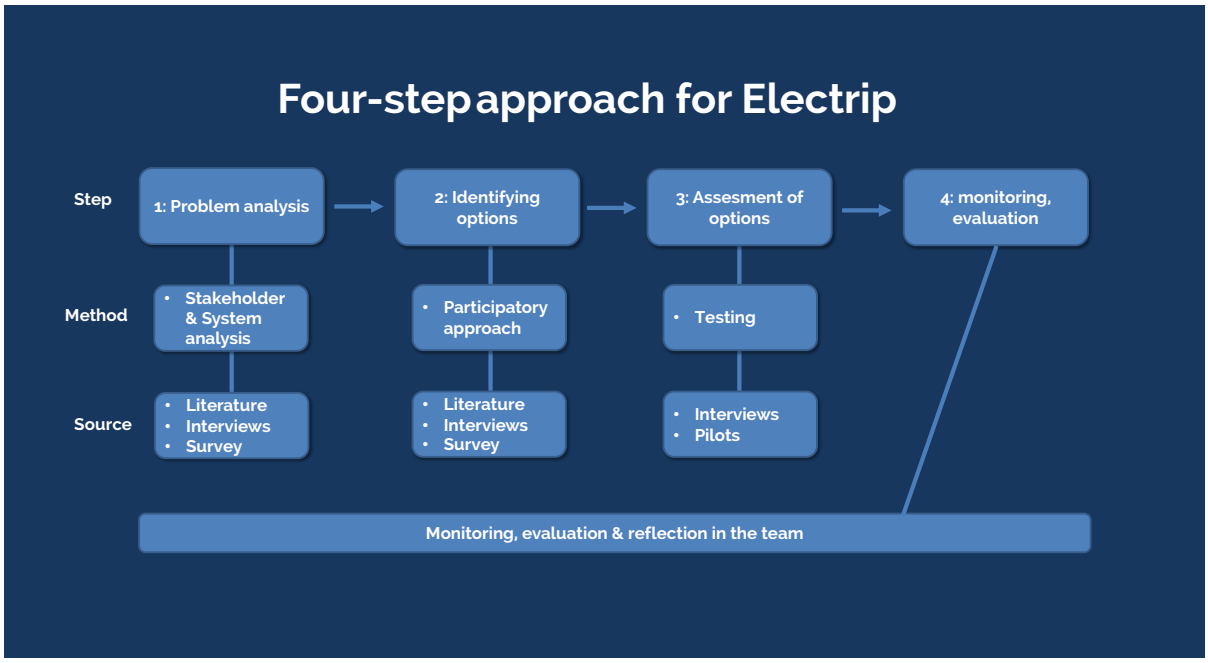


Figure 5: Hands on Experience

Figure 6: Semi structured interviews

Interviews – Electrip

French Couple (end 40s):
Key Takeaways:
Living in their Van for half a year
Working from Van - charging Laptops every Day
Using Solarpower and Alternator
Fridge, Spotlights, USB outlets, 230 Volt, 2000W Inverter
Biggest Challenge: connect different size cable diameters + knowing which which cable sizes needed

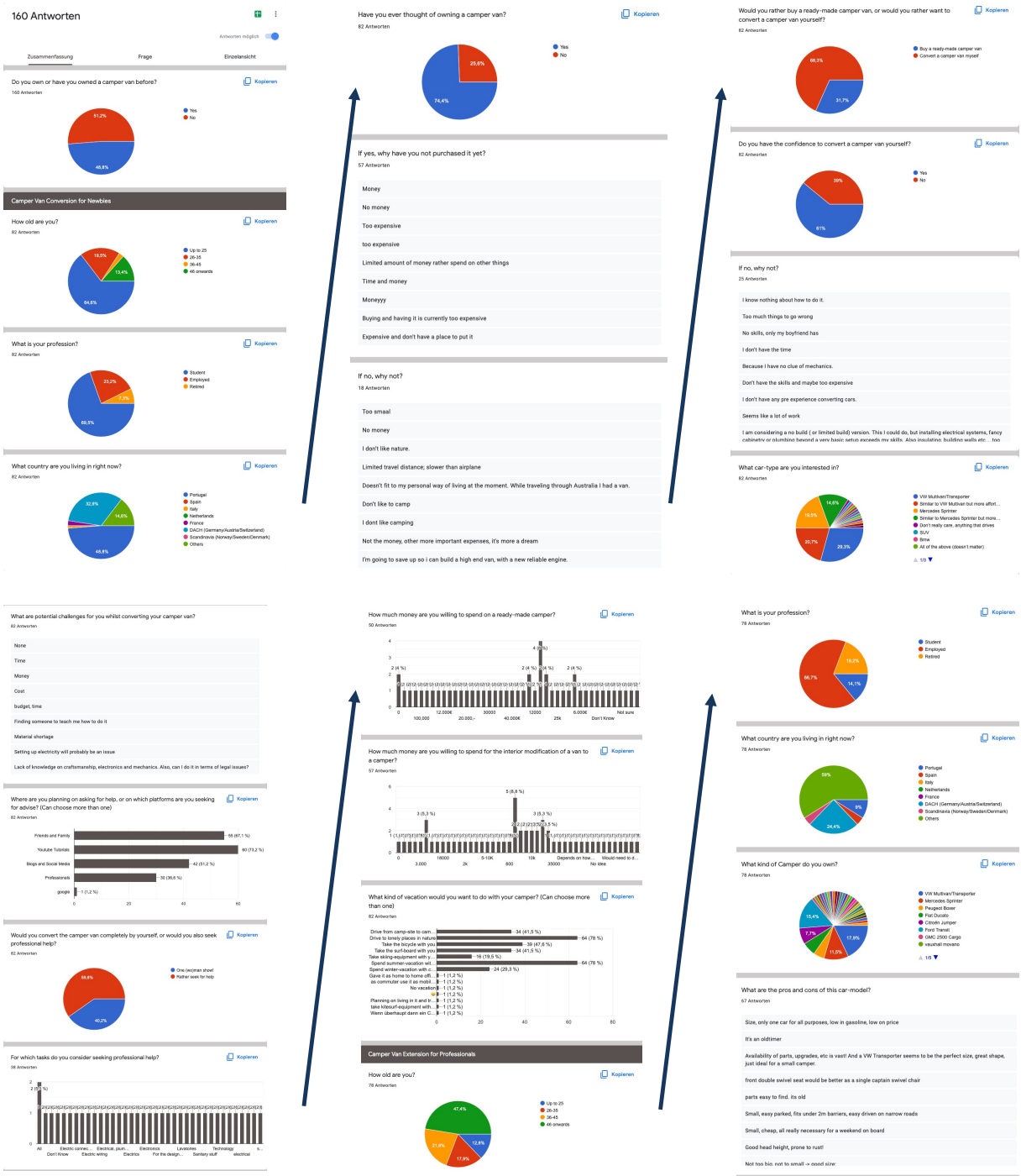
Dutch Couple (mid 30s):
Self-build Mercedes Benz Vito Bus
In Portugal on holidays 4weeks in total
Basic electronic installation 12volt + fridge
No Laptops etc…
Low Budget (1600€) → cheap electric installation with two 100W solar panel
Biggest challenge: finding all components in the different online stores → found out amazon is easiest and cheapest solution to order

German Surfers (end 20s):
Opel Movano
In Portugal for surfing holidays
DIY Camper build.
Luxury electric installation.
Need Cameras, Music, Laptop, Ebikes every day.
2500W in solar.
Biggest challenge: newbies in the electronic installation. Had to find all information in the internet browsing 1000 blogposts and websites in order to find their matching components.

German Students (mid 20s):
VW T4 from 2003
Mainly Weekendtrips to Algarve
DIY conversion.
Low budget 1200 all together 500€ for electrics only
Batterie, No solar, alternator charging
Biggest challenge: connect the service batterie to the alternator and the starting batterie

Italian Student (mid 20s):
Renault Canou with rooftent 2K
Budget low. 1000€ for electrics.
Need for weekendtrips only.
Portable solarcharging + alternator
Service Batterie 120Ah
Biggest challenge: lack of knowledge didn't know anything about electrics
Information: YouTube and Ebooks about camper van conversion

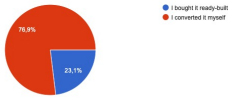
Figure 7: Electrip Survey 2021 - finding the pain



Did you buy your camper ready-built, or did you convert it yourself?

Kopieren

78 Antworten



Why did you decide on doing that?

78 Antworten

Because its fun, cheap an customizable
Individuality
Adventure! Why did I decide to do it myself - I wanted it bespoke to my requirements
bought from motor home dealer
Always wanted to travel and the opportunity came upon seperation from my Ex.
live free
A lot cheaper and I could personalise it
3rd camper, first self converted, second ready built, third self converted but more professional again
Limited time

What aspect/item/piece of furniture don't you want to miss in your camper?

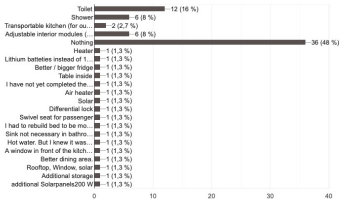
78 Antworten

Bed
Toilet
Good bed
bed
Bed, water, space for things
Space and flexibility
double swivel seat swap out for single captain swivel chair
Solar system. Will never not have one after having the one i got
spiritual altar

After the completion, is there an item that you added or wish you have added in the first place?

Kopieren

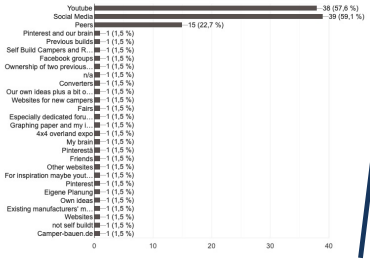
75 Antworten



If you built the camper van yourself, where did you find inspiration and tips for building it?

Kopieren

66 Antworten



What was the most challenging part during the building process?

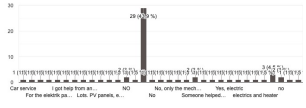
67 Antworten

Time
Repair motor
Design
Anchoring shelves
1 step forward 2 steps back
Designing everything to fit in such a small space
It takes longer than I expected. So stay tuned I would say
Electrics!
Finding spots in the cars structure that furniture can be attached to

Did you get professional help during your camper conversion? If yes, from who, for what?

Kopieren

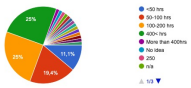
66 Antworten



How much time (working hours) did it approximately take you to construct your camper?

Kopieren

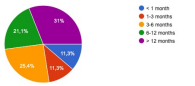
72 Antworten



How many weeks went past, from the day of buying your vehicle, to the day you were finished with converting it to a camper van?

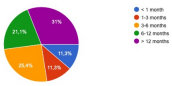
Kopieren

71 Antworten



How many weeks went past, from the day of buying your vehicle, to the day you were finished with converting it to a camper van?

71 Antworten



If you were to build a camper again, what would you do differently?

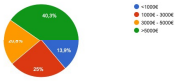
64 Antworten

Nothing
Nothing
No
It's never really finished, it's a process
Bigger car
As new van maybe. Van reliability is a slight concern.
High top roof
get a better van
Better / bigger fridge

How much money did you spend in total for the conversion of your camper van?

Kopieren

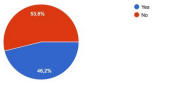
72 Antworten



Would you consider buying pieces of furniture for your camper that are similar to IKEA furniture (DIY kits) in order to speed up your process?

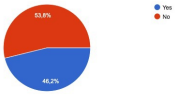
Kopieren

78 Antworten



Would you consider buying pieces of furniture for your camper that are similar to IKEA furniture (DIY kits) in order to speed up your process?

78 Antworten



If no, why not?

43 Antworten

Save money
No
I'd rather craft or repurpose items myself
Needs bespoke fitted furniture
Nothing on market with high quality. IKEA is cheap produced rubbish and is more destroying for enviorment.
They would inevitably need adjusting to fit bespoke design, so might as well make from scratch and save money.
Prefer self custom build
That wouldn't be fun.
Cheaper for us to do ourselves and can make the most of every piece of space in the van

What is your take on a modular system for a camper (i.e. flexible module cubes with different functions that can be adjusted and moved to your needs and wishes)?

78 Antworten

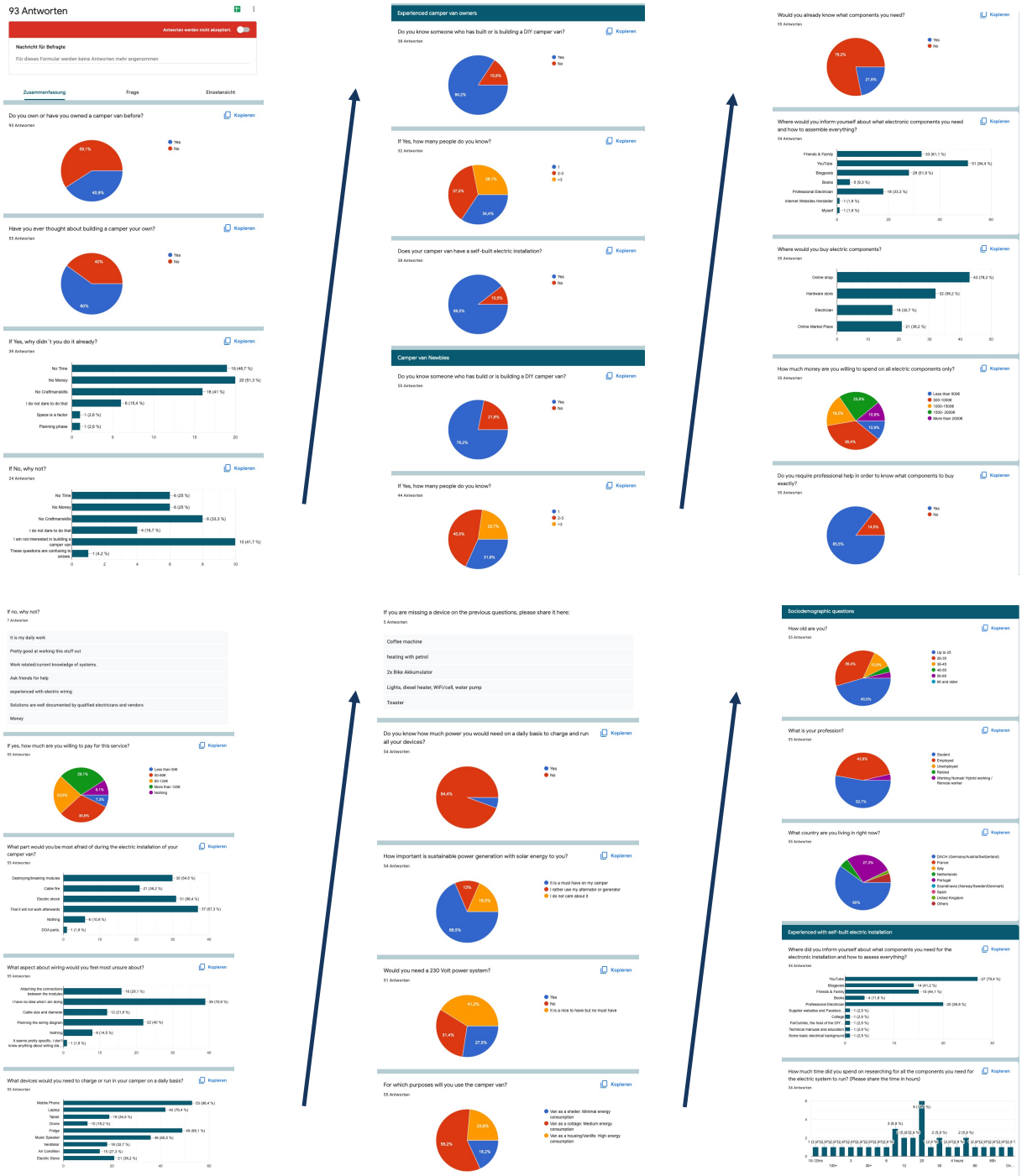
Sounds great!
Don't need it
Nice
Great solution. My main unit is removable. My only concern is where to 'store' a unit if I want to remove it for a while.
ease of fitting
That would be amazing if cost was low
yes but simple.
Expensive
I use fix built in what is flexible for camping and traveling with 4 seats

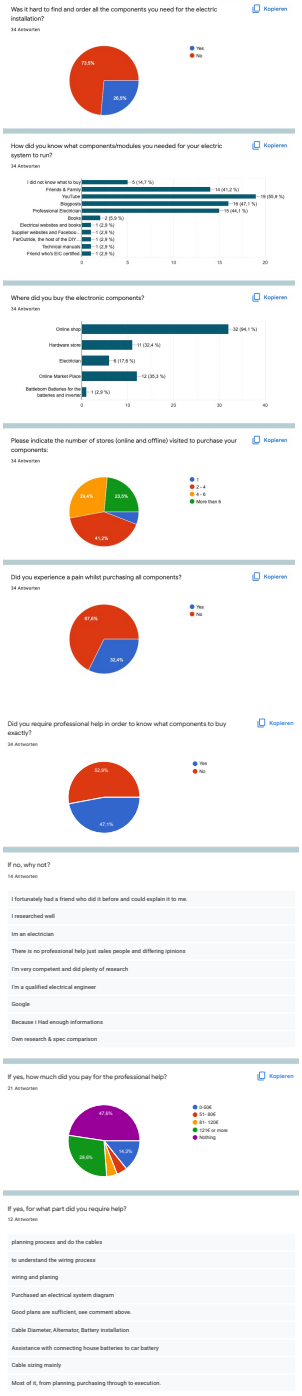
What would you recommend camper van enthusiasts who are in the process of building or buying their own camper van?

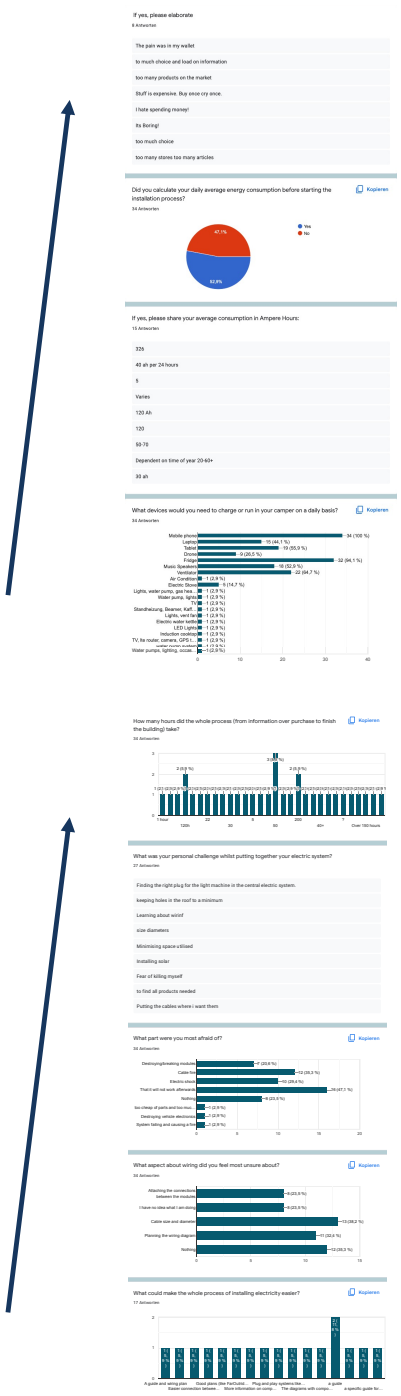
78 Antworten

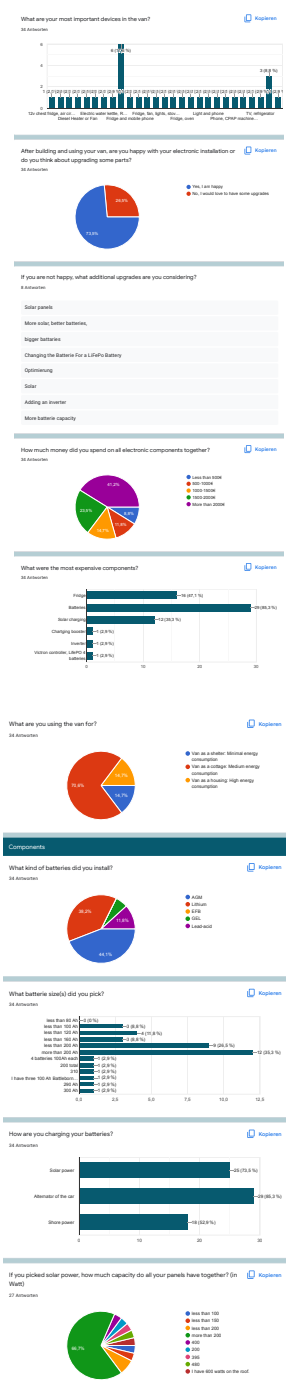
Just start, you will find things to change after the first travels
Realize your fantasy
Research, take time to decide what you need and what your preferences are. Don't just jump in for 'standard'.
buy from a conversion company
Rent for a few weeks first to see if you like it
go for it!
Take time to design before starting
Get good tools
Watch Greg Virgoe's Youtube videos on converting a Merc. Sprinter, over 60 videos on every aspect, excellent but shows just how long a proper conversion will take you!?

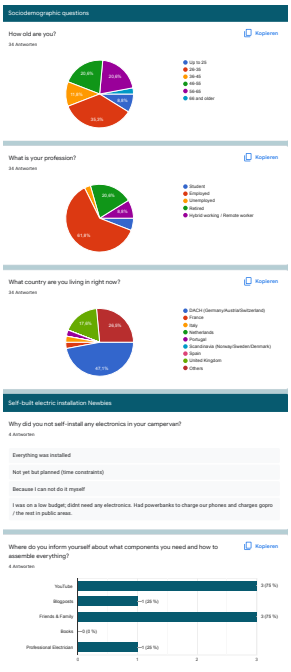
Figure 8: Electrip Survey 2022 - pain confirmation

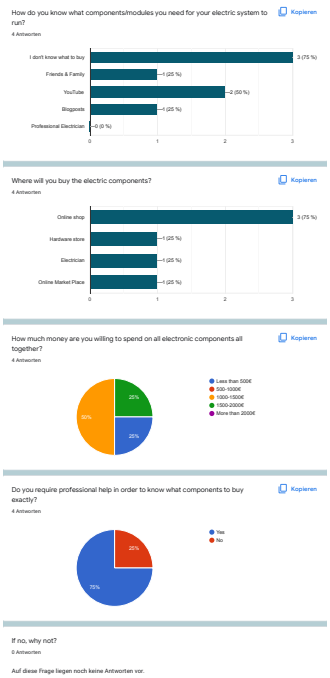


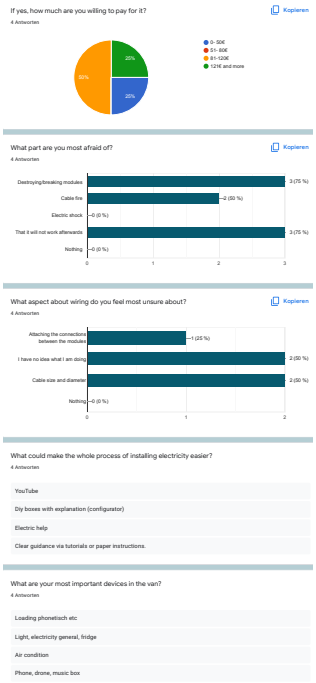

Was it hard to find and order all the components you need for the electric installation?
34 Antworten
Kopieren
Yes
No
How did you know what components/modules you needed for your electric system to run?
34 Antworten
Kopieren
Where did you buy the electronic components?
34 Antworten
Kopieren
Online shop
Hardware store
Electrician
Online Market Place
Please indicate the number of stores (online and offline) visited to purchase your components:
34 Antworten
Kopieren
Did you experience a pain whilst purchasing all components?
34 Antworten
Kopieren
Did you require professional help in order to know what components to buy exactly?
34 Antworten
Kopieren
If no, why not?
14 Antworten
I fortunately had a friend who did it before and could explain it to me.
I researched well
Im an electrician
There is no professional help just sales people and differing opinions
I'm very competent and did plenty of research
I'm a qualified electrical engineer
Google
Because I Had enough informations
Own research & spec comparison
If yes, how much did you pay for the professional help?
21 Antworten
Kopieren
If yes, for what part did you require help?
12 Antworten
planning process and do the cables
to understand the wiring process
wiring and planing
Purchased an electrical system diagram
Good plans are sufficient, see comment above.
Cable Diameter, Alternator, Battery installation
Assistance with connecting house batteries to car battery
Cable sizing mainly
Most of it, from planning, purchasing through to execution.

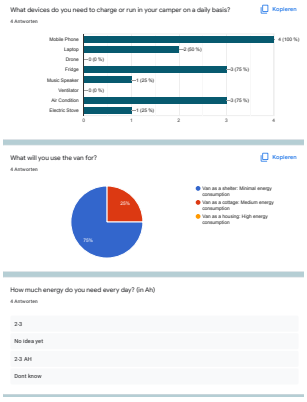

If yes, please elaborate
8 Antworten
The pain was in my wallet
to much choice and load on information
too many products on the market
Stuff is expensive. Buy once cry once.
I hate spending money!
Its Boring!
too much choice
too many stores too many articles
Did you calculate your daily average energy consumption before starting the installation process?
34 Antworten
Kopieren
Yes
No
If yes, please share your average consumption in Ampere Hours:
13 Antworten
326
40 ah per 24 hours
5
Varies
120 Ah
120
50-70
Dependent on time of year 20-60+
30 ah
What devices would you need to charge or run in your camper on a daily basis?
34 Antworten
Kopieren
How many hours did the whole process (from information over purchase to finish the building) take?
30 Antworten
Kopieren
What was your personal challenge whilst putting together your electric system?
27 Antworten
Finding the right plug for the light machine in the central electric system.
keeping holes in the roof to a minimum
Learning about wiring
size diameters
Minimising space utilised
Installing solar
Fear of killing myself
to find all products needed
Putting the cables where i want them
What part were you most afraid of?
30 Antworten
Kopieren
What aspect about wiring did you feel most unsure about?
30 Antworten
Kopieren
What could make the whole process of installing electricity easier?
17 Antworten
Kopieren


What are your most important devices in the van?
34 Antworten
Kopieren
After building and using your van, are you happy with your electronic installation or do you think about upgrading some parts?
34 Antworten
Kopieren
Yes, I am happy
No, I would love to have some upgrades
If you are not happy, what additional upgrades are you considering?
8 Antworten
Solar panels
More solar, better batteries,
bigger batteries
Changing the Batterie For a LiFePo Battery
Optimierung
Solar
Adding an inverter
More batterie capacity
How much money did you spend on all electronic components together?
36 Antworten
Kopieren
Less than 500€
500-1000€
1000-1500€
1500-2000€
More than 2000€
What were the most expensive components?
36 Antworten
Kopieren
Components
What are you using the van for?
34 Antworten
Kopieren
Van as a shelter: Minimal energy consumption
Van as a cottage: Medium energy consumption
Van as a housing: High energy consumption
What kind of batteries did you install?
34 Antworten
Kopieren
AGM
Lithium
SLA
GEL
Lead-acid
What batterie size(s) did you pick?
34 Antworten
Kopieren
How are you charging your batteries?
34 Antworten
Kopieren
Solar power
Alternator of the car
Shore power
If you picked solar power, how much capacity do all your panels have together? (in Watt)
27 Antworten
Kopieren
less than 100
less than 150
less than 200
more than 200
400
300
240
I have 600 watts on the roof.


Sociodemographic questions
How old are you?
34 Antworten
Kopieren
What is your profession?
34 Antworten
Kopieren
What country are you living in right now?
34 Antworten
Kopieren
Self-built electric installation Newbies
Why did you not self-install any electronics in your campervan?
4 Antworten
Everything was installed
Not yet but planned (time constraints)
Because I can not do it myself
I was on a low budget; didnt need any electronics. Had powerbanks to charge our phones and charges gopro / the rest in public areas.
Where do you inform yourself about what components you need and how to assemble everything?
4 Antworten
YouTube
Bloggosts
Friends & Family
Books
Professional Electrician


How do you know what components/modules you need for your electric system to run?
4 Antworten
Kopieren
I don't know what to buy
Friends & Family
YouTube
Bloggosts
Professional Electrician
Where will you buy the electric components?
4 Antworten
Kopieren
Online shop
Hardware store
Electrician
Online Market Place
How much money are you willing to spend on all electronic components all together?
4 Antworten
Kopieren
Less than 500€
500-1000€
1000-1500€
1500-2000€
More than 2000€
Do you require professional help in order to know what components to buy exactly?
4 Antworten
Kopieren
Yes
No
If no, why not?
0 Antworten
Auf diese Frage liegen noch keine Antworten vor.


If yes, how much are you willing to pay for it?
4 Antworten
Kopieren
0-50€
51-80€
81-120€
121€ and more
What part are you most afraid of?
4 Antworten
Kopieren
Destroying/breaking modules
Cable fire
Electric shock
That it will not work afterwards
Nothing
What aspect about wiring do you feel most unsure about?
4 Antworten
Kopieren
Attaching the connections between the modules
I have no idea what I am doing
Cable size and diameter
Nothing
What could make the whole process of installing electricity easier?
4 Antworten
YouTube
Diy boxes with explanation (configurator)
Electric help
Clear guidance via tutorials or paper instructions.
What are your most important devices in the van?
4 Antworten
Loading phone/tech etc
Light, electricity general, fridge
Air condition
Phone, drone, music box


What devices do you need to charge or run in your camper on a daily basis?
4 Antworten
Kopieren
Mobile Phone
Laptop
Drone
Fridge
Music Speaker
Ventilator
Air Condition
Electric Stove
What will you use the van for?
4 Antworten
Kopieren
Van as a shelter: Minimal energy consumption
Van as a cottage: Medium energy consumption
Van as a housing: High energy consumption
How much energy do you need every day? (in Ah)
4 Antworten
2-3
No idea yet
2-3 AH
Dont know

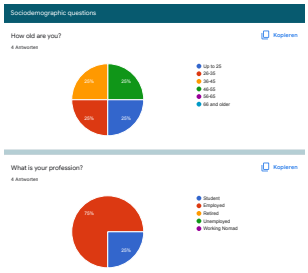

Sociodemographic questions
How old are you?
4 Antworten
Kopieren
What is your profession?
4 Antworten
Kopieren
Student
Employed
Retired
Unemployed
Working Nomad

Figure 9: Competitor Insights Camper Power

Camper Power
Your customized system

Thank you for your message and your interest in our products. I would be happy to help you select the components that are right for you.
Your offer could look like this:

To the battery
Either
https://camperpower.de/agm-versorgungsbatterie-deep-cycle-160ah/
or
https://camperpower.de/agm-versorgungsbatterie-deep-cycle-214ah/

To check the capacity of the AGM battery a shunt is needed.
https://camperpower.de/lcd-batterie-computer-100s-smart-shunt-1263/
or
https://camperpower.de/smartshunt-500a/

We recommend a battery protect which protects the AGM battery against deep discharge. https://camperpower.de/battery-protect-tiefentladeschutz-100a-smart/

Inverter for self-sufficient use of your 230 Volt devices
https://camperpower.de/wattstunde-600w-1200w-12v-sinus-spannungswandler- ws12-600si/

Which **charging** technology can I offer you?
Advantageous are among others the combi charge controller from Votronic, 230V, alternators (charge while driving) and solar charging. Note, here a D+ signal from the alternator is mandatory. Alternatively, you can also work with a D+ simulator
https://camperpower.de/vbcs-30-20-250-triple-solar-batterieladegeraet-ladewandler- 3242/

You can also buy all three components separately, is a bit cheaper, but more wiring effort.
That would be these:

https://camperpower.de/vcc-1212-30-ladebooster-30-ampere/ https://camperpower.de/batterieladegeraet-blue-smart-ip22-15a-1-batterie/ https://camperpower.de/solar-laderegler-mppt-100-20-smart-bluetooth/

For vehicles with Euro 5 and 6 a D+ signal is needed. This switches the charge booster on as soon as the engine is running.
If the D+ signal is available on your vehicle, you can ask the manufacturer of your vehicle. For vehicles where the D+ signal is not available we recommend a D+ simulator. https://camperpower.de/votronic-d-simulator-pro-3067-euro-6-geeignet/

Solar module
2 pieces https://camperpower.de/semiflexibeles-solarmodul-etfe-al-120w-12v
or https://camperpower.de/semiflexibeles-solarmodul-pcb-etfe-200w-36v/

I can put together an individual package for you. All connection cables are adapted to your components and equipped with cable lugs and fuses, CEE power socket, 230 volt and 12-volt sockets, mains priority switch, residual current circuit breaker (Fi), fuse distribution and a circuit diagram.

Have a look at it and feel free to contact me if you have any questions.

Many greetings Andi

*Translated from German to English with Deepl.com 2022

Figure 10: Business Model Canvas

Electrips Business Model Canvas

<table>
<tr>
<td rowspan="2">Key Partners

• Amazon PartnerNet is providing with commissions and our customers with products.
• Electricians providing us with first advise</td>
<td>Key Activities

• Questionnaire
• Customized offer
• Expert advise</td>
<td rowspan="2">Value Proposition
FOR campervan-enthusiasts,
WHO are converting a van themselves,
ELECTRIP IS A all-in-one solution,
THAT enables quick and easy electric installation.
UNLIKE the time-intensive traditional process,
OUR SOLUTION makes everything related to electricity easy and accessible.</td>
<td>Customer Relationships

• Newsletters and Social Media
• Travel magazine and tips & tricks</td>
<td rowspan="2">Customer Segments

• Surviving
• Exploring
• Glamping</td>
</tr>
<tr>
<td>Key Resources

• Internal software
• Fruitful brand-management
• Money to kick-off</td>
<td>Channels

• Landing Page
• Social Media
• Travel fairs and events (booth)</td>
</tr>
<tr>
<td colspan="3">Cost Structure

• Initial investment to set-up software and ecosystem as a whole
• HR and further fixed and variable costs (daily business)</td>
<td colspan="2">Revenue Streams

• 1. Affiliate commissions
• 2. Paywall: Getting the wiring diagram and assemble manual</td>
</tr>
</table>

Figure 11: Amazon Search Result

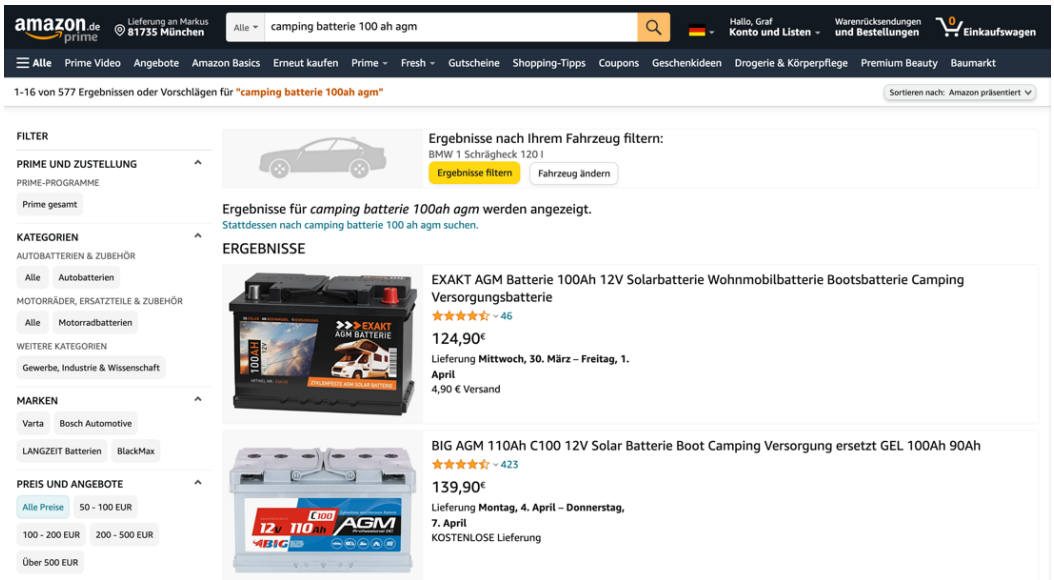


Figure 12: Aid for the Electronic Installation (Survey 2022)

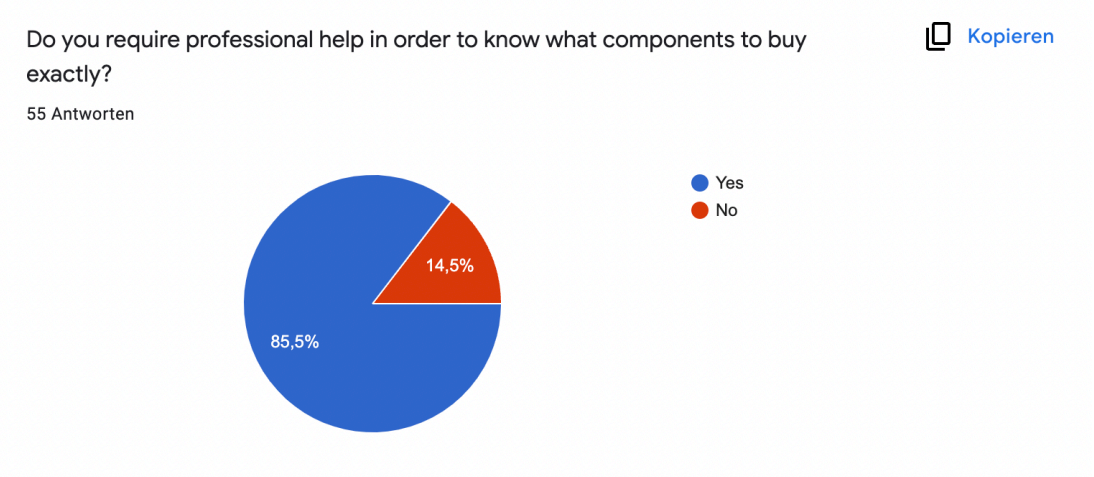


Figure 13: Market Size DACH

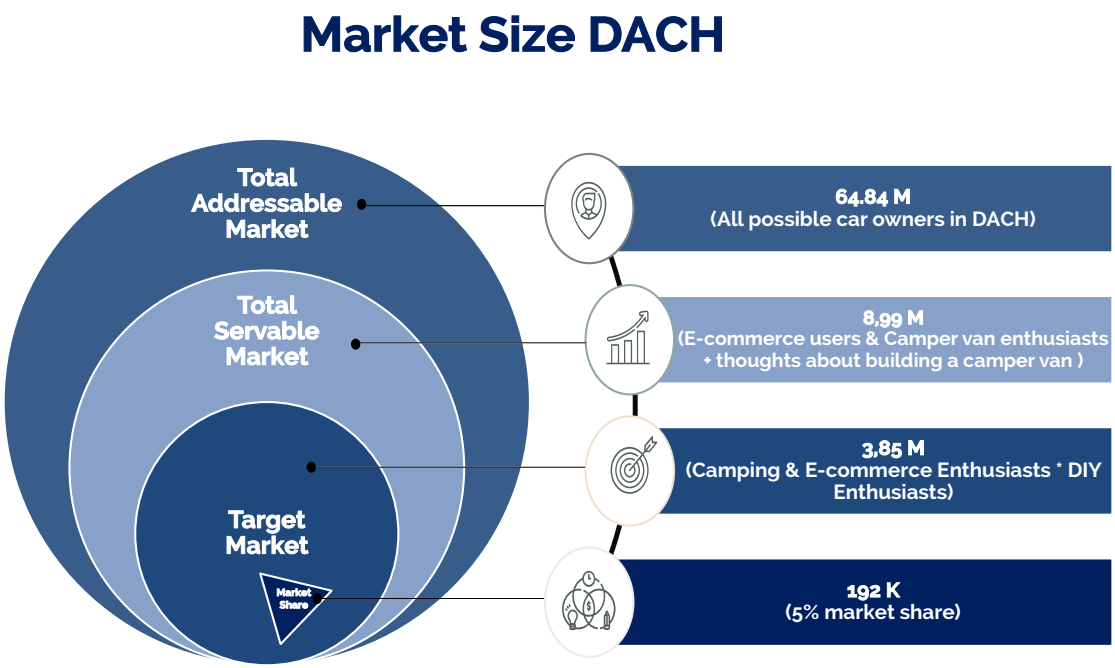


Figure 14: Market Size Calculation

Market Size Calculation

TAM

Population in the age range 18-65

Country	%	Population country	
GER	64%	83.213.610	53.256.710
AUS	66%	8.917.000	5.885.220
CH	66%	8.637.000	5.700.420
Total			**64.842.350**

SAM

E-Commerce users in 2021

Country	%	TAM	
GER	75%	53.256.710	39.942.533
AUS	73%	5.885.220	4.296.211
CH	73%	5.700.420	4.161.307
Total			**48.400.050**

Camping Enthusiasts 2019 & E-Commerce users in 2021

Country		TAM	%	Assumption: % in all countrys are the same
Owner	1.830.000	39.942.533	4,6%	
Enthusiasts GER	14.200.000	39.942.533	35,6%	
Owner AUS	196.834	4.296.211	4,6%	
Enthusiasts AUS	1.527.349	4.296.211	35,6%	
Owner CH	190.654	4.161.307	4,6%	
Enthusiasts CH	1.479.389	4.161.307	35,6%	
Enthusiasts - Owner Total	**14.989.250**			

Camping Enthusiasts & E-Commerece * thought about building a campervan

	Enthusiasts	Building a camper	
	14.989.250	60%	<--Assumption due to our survey
Total	**8.993.550**		

SOM

Camping & E-commerce Enthusiasts * DIY Enthusiasts

	Enthusiasts	DIY
	8.993.550	42,9%
Total	**3.854.057**	

Interest DIY	
Very interested	11.900.000
Moderately interested	23.760.000
Total	35.660.000
Population GER	83.213.610
Total in %	**42,9%**

Estimated Market Share 5%

	3.854.057	5,0%
Total	**192.703**	

Sources:

Population sources
(Destatis 2021)
(Datacommons A 2020)
(Datacommons B 2020)

E-Commerce users sources
(ESW 2021)
(Statista A 2021)
(Statista B 2021)

Camping Enthusiasts & Owners sources
(Koptyug 2021)
(Aboutcamp BtoB 2020)

DIY enthusiasts source
(Simionato 2022)

Thought about building a Camper Van sour
Source: Electrip Survey
Survey Assumption

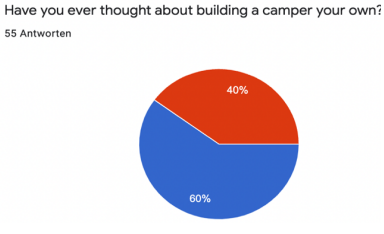


Figure 15: Competitor Analysis

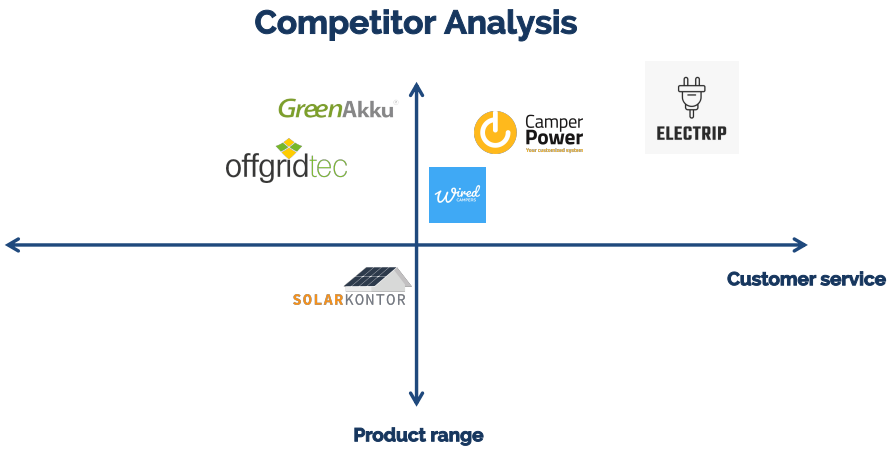


Figure 16: Value Proposition

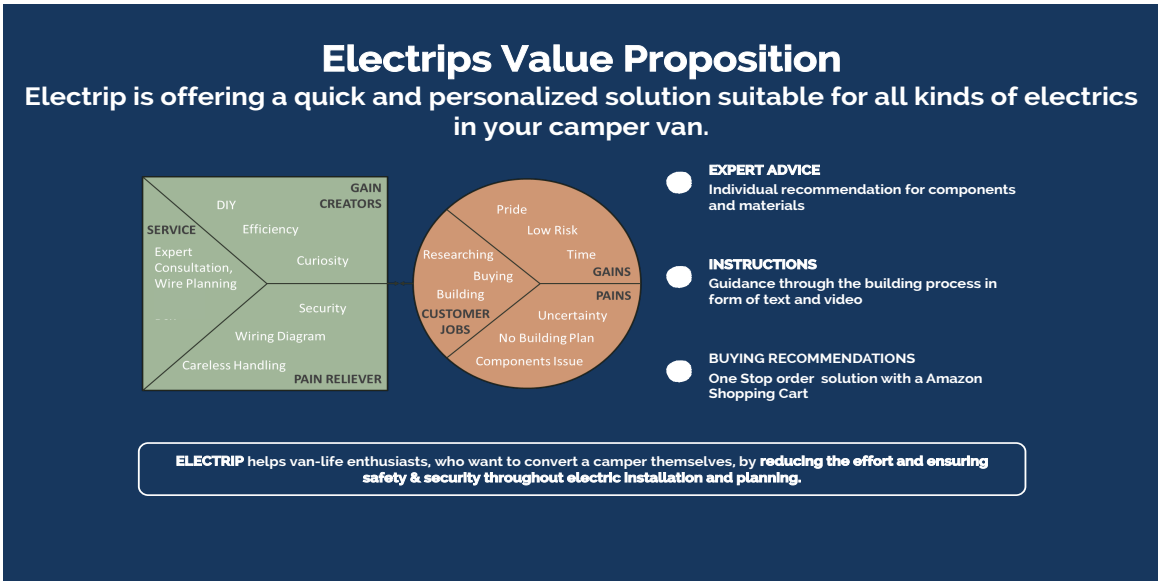
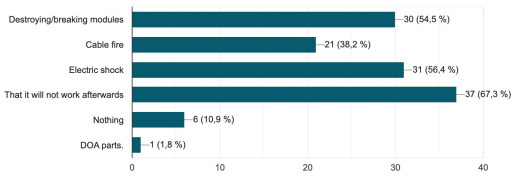


Figure 17: Pain Points Survey Probands

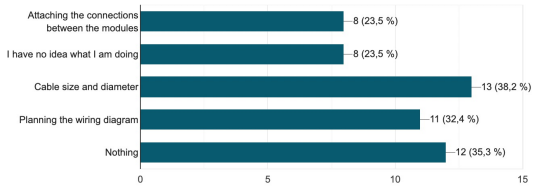
What part would you be most afraid of during the electric installation of your camper van?

55 Antworten



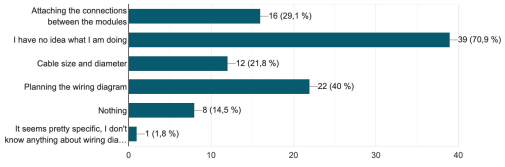
What aspect about wiring did you feel most unsure about?

34 Antworten



What aspect about wiring would you feel most unsure about?

55 Antworten



If yes, please elaborate

8 Antworten

The pain was in my wallet
to much choice and load on information
too many products on the market
Stuff is expensive. Buy once cry once.
I hate spending money!
Its Boring!
too much choice
too many stores too many articles

If yes, for what part did you require help?

12 Antworten

planning process and do the cables
to understand the wiring process
wiring and planing
Purchased an electrical system diagram
Good plans are sufficient, see comment above.
Cable Diameter, Alternator, Battery installation
Assistance with connecting house batteries to car battery
Cable sizing mainly
Most of it, from planning, purchasing through to execution.

What was your personal challenge whilst putting together your electric system?

27 Antworten

Finding the right plug for the light machine in the central electric system.
keeping holes in the roof to a minimum
Learning about wirinf
size diameters
Minimising space utilised
Installing solar
Fear of killing myself
to find all products needed
Putting the cables where i want them

Figure 18: Pains and Benefits observed during the Prototype

Pains and benefits observed during prototyping

Pilot participants	Pains of the conventional installation of electronics	Benefits of using Electrip
Stage 1 (Electrip team hands on experience) Stage 2 (Family and friends)	• Do not know which items needed for the electric installation • Plenty of time for research which items to buy • Overload on different items with the same specifications leading to hard decisions which item is best • Possibility to spend more money than needed when buying in the wrong store • Plenty of time for research where to buy these items • Do not know how to install all items • Having long research time to find out how to install the items and do not have the prove if it is done the right way	• Electrip tells you what to buy • No time for research what to buy • Recommendation on which item is best to buy for the most valuable price • Getting cheap prices on all items • No time for research where to get the products • Electrip tells you how to install each of your items • Electrip is providing a wiring diagram • Electrip is providing a manual using video tutorials for each item purchased

Figure 19: Sample order E-mail

ELECTRIP

Order sample:

Hello xxxx,

thank you for your inquiry via our configurator and your interest in our recommendation service. We will be happy to recommend you an electrical concept personalized by us, which will meet all your requirements.
For our recommendations we have selected only the best products for you, which have already been tested either by us or by our partners.
Since our configurator service is free of charge for you, we work together with the Amazon Partner Net program to provide you with the best prices and products. The following links will give you access to the products needed for your Electrip experience. If you have further questions regarding the recommended products, please just get in contact with us.

Battery
AGM:
100Ah https://amzn.to/3sh8bfr (2 pieces)
Deep discharge protection: https://amzn.to/3w9V6p5
Cut-off relay: https://amzn.to/3KQUpq6

Solar:
Panel Flexible: https://amzn.to/3vZuGXe (Min. 3 pieces) (100W)
Solar charge controller: https://amzn.to/3sedEnb

230 Volt
Inverter: https://amzn.to/3P0Bzjz
CEE outlet: https://amzn.to/3P0sQxV
Charger shore power: https://amzn.to/3OYIwBU

Basics
Switch panel: https://amzn.to/3seSCVD
USB outlet: https://amzn.to/3OYIwBU

Wiring utensils and special extras needed for a clean installation:
Wire stripper: https://amzn.to/3MWQeL5
Terminal lugs & pliers: https://amzn.to/3sed4pv
Insulating tape: https://amzn.to/38UTDel
Cable ties: https://amzn.to/3MPtNY4
Duct tape: https://amzn.to/3setBK8

To be able to customize your personalized installation manual, wiring diagram and tutorial videos, please send us a screenshot of your order and we will serve your with our service immediately.

Kind regards,
Your **Electrip** team

Figure 20: Sample Wiring diagram

Sample Wiring diagram

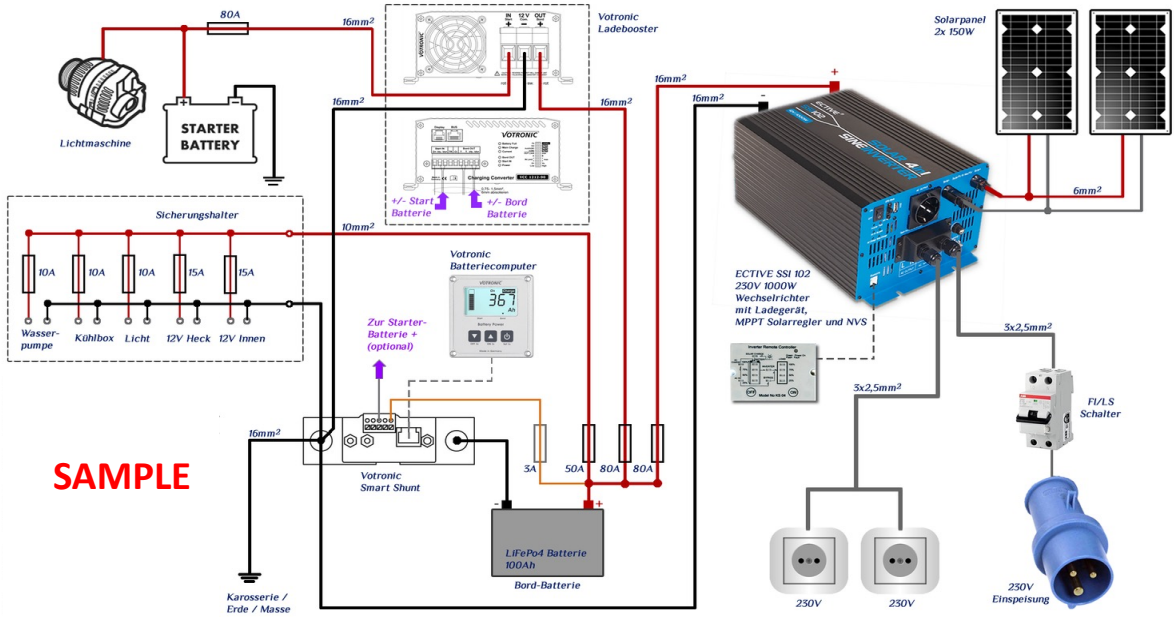


Figure 21: Prototype Landing Page

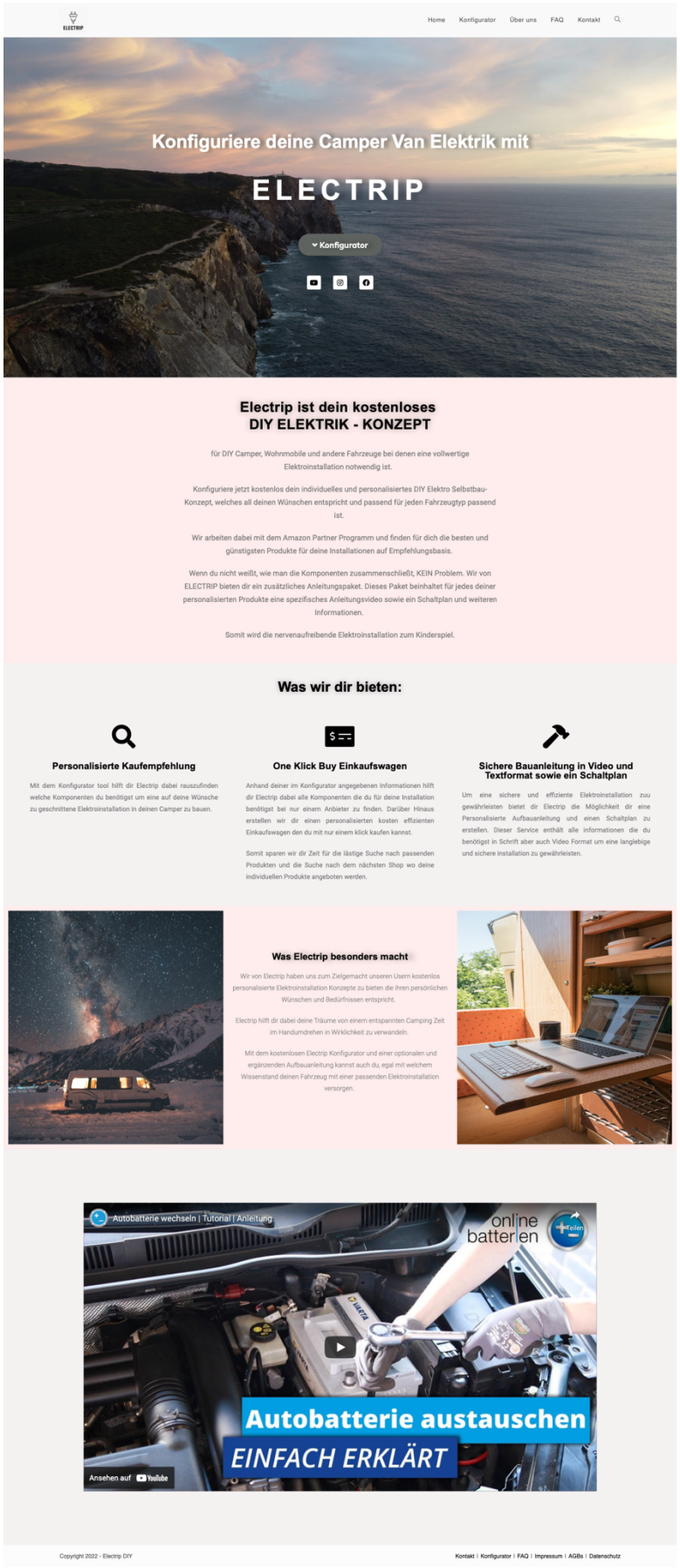


Figure 22: Configurator

Figure 23: Contact Form

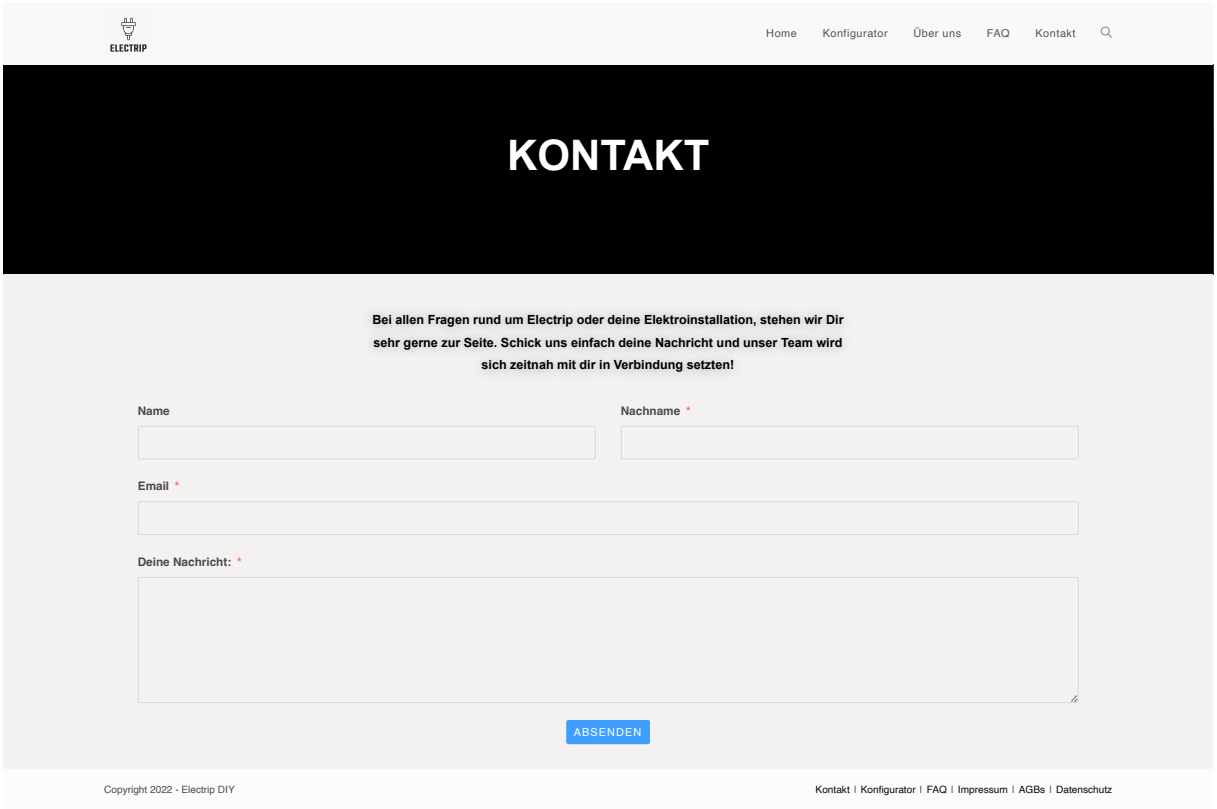


Figure 24: FAQs

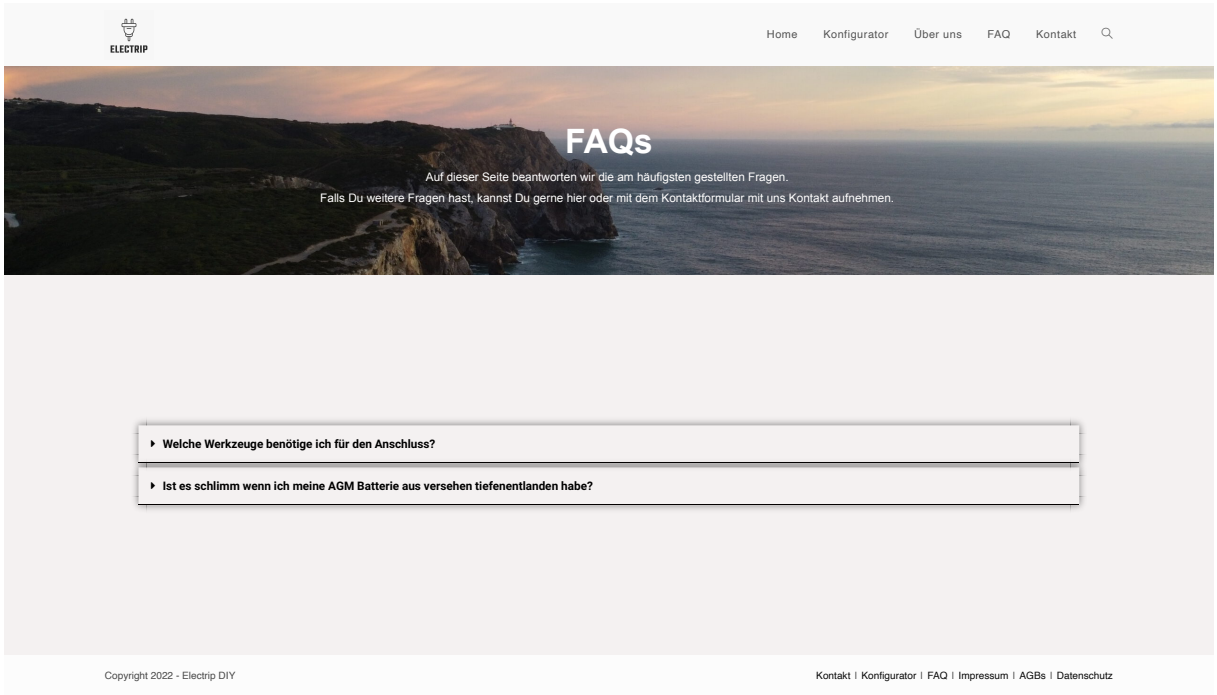


Figure 25: Recommendation Prototype

Electrip DIY - Recommendation prototype

(W) / (V) = (A)

(A) x (H) = (Ah)

12 Volt Electronic Devices	type x Devices	Power (Watt)	Volts	Amps	Hours of Usage A Day	Amper h	Amper h	49,78 Total
Digital Camera	x	16,4	7,2	2,28	1	2,277777778	2,28	
Drone	x	16,3	7,7	2,12	1,5	3,175324675	3,18	
Mobilephone 1	x	20	9	2,22	1	2,222222222	2,22	
Mobilephone 2	x	20	9	2,22	1	2,222222222	2,22	
Powerbank 10.000 Charge		45	5	9,00	1	9	0,00	
Powerbank 24.000 Charge		99	5	19,80	2	39,6	0,00	
Powerbank 30.000 Charge		120	5	24,00	3	72	0,00	
Ventilator	x	12	12	1,00	7	7	7,00	
Flashlight	x	15	5	3,00	1	3	3,00	
Music Speaker	x	30	3,5	8,57	3	25,71428571	25,71	
Mosquito Lamp	x	10	5	2,00		0	0,00	
TV	x	50	12	4,17	1	4,166666667	4,17	
Projector		24	12	2,00	1,5	3	0,00	

Kitchen	Devices	Power (Watt)	Volts	Amps	Hours of Usage A Day	Amper h	Amper h	33,04 Total
LED-Stripe	x	12	12	1,00	1	1,00	1,00	
Cooling Box	x	24	12	2,00	16	32,00	32,00	
Waterpump	x	100	12	8,33	0,2	0,04	0,04	
						0,00		

230 Volt	Devices	Power (Watt)	Volts	Amps	Hours of Usage A Day	Amper h	Amper h	50,00 Total
AC							0,00	
Mini Projector							0,00	
Laptop	x	80	20	4,00	1		0,00	
E-Bike Akku	x	400	24	16,67	3	50	50,00	
Electric Stove								

Total Energy Demand:	132,82

Puffer	
AGM (50%)	199,22775
Lithium(80%)	166,02312
AGM + 15%	**219,15052**
Lithium +7%	**177,64474**

Recommended Battery size	Typ	Capacity
1 day autark	AGM	220 Ah
	Lithium	180 Ah
2 days autark	AGM	440 Ah
	Lithium	360 Ah
3 Days autark	AGM	660 Ah
	Lithium	540 Ah

All numbers considered without alternator or solar charging

If Solar	AVG	Charging power per 100W Panel	
https://de.sunware.solar/auslegung/tagesertraege	DACH	22 Ah a Day	Calculated March - October
	MED	30 Ah a Day	Calculated March - October
	SKANDINAVIA	26 Ah a Day	Calculated March - September

Recommendation of Panel size and numbers	Panels rec	Panels choose	Watt total	Ah Solar charging
DACH	6,0	4	**400**	88,0
MED	4,4	4	**400**	120,0
SKANDINAVIA	5,1	4	**400**	104,0

Battery demand with solar charging	Typ	Recommendation
DACH		
1 day autark	AGM	220 Ah
	Lithium	180 Ah
2 days autark	AGM	352,0 Ah
	Lithium	240,0 Ah
3 Days autark	AGM	
	Lithium	
MED		
1 day autark	AGM	220 Ah
	Lithium	180 Ah
2 days autark	AGM	320,0 Ah
	Lithium	240,0 Ah
3 Days autark	AGM	
	Lithium	
SKANDINAVIA		
1 day autark	AGM	220 Ah
	Lithium	180 Ah
2 days autark	AGM	336,0 Ah
	Lithium	256,0 Ah
3 Days autark	AGM	
	Lithium	

Figure 26: Customer Personas Camper Van Newbies

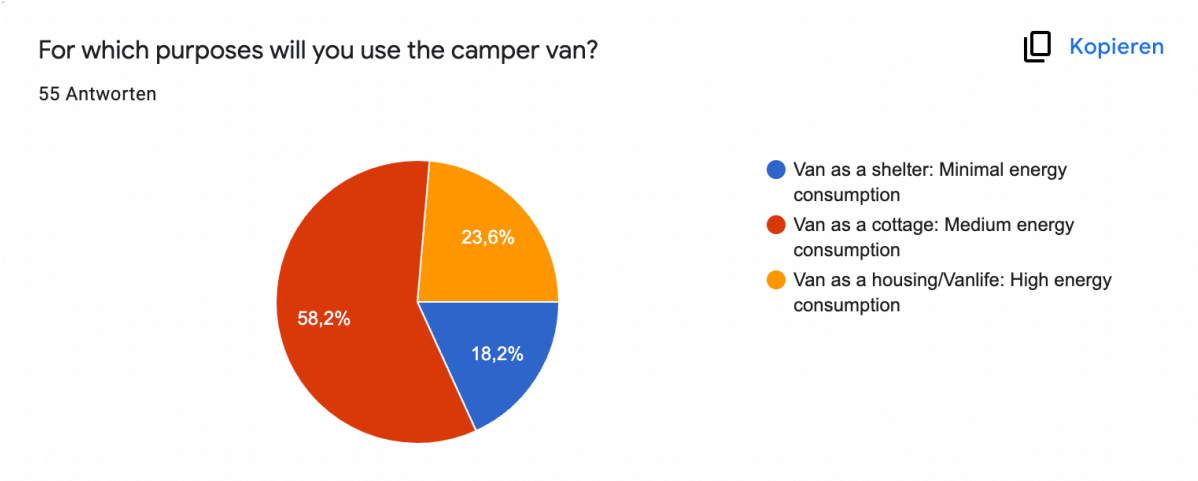


Figure 27: Customer Personas Experienced Camper Van Owners

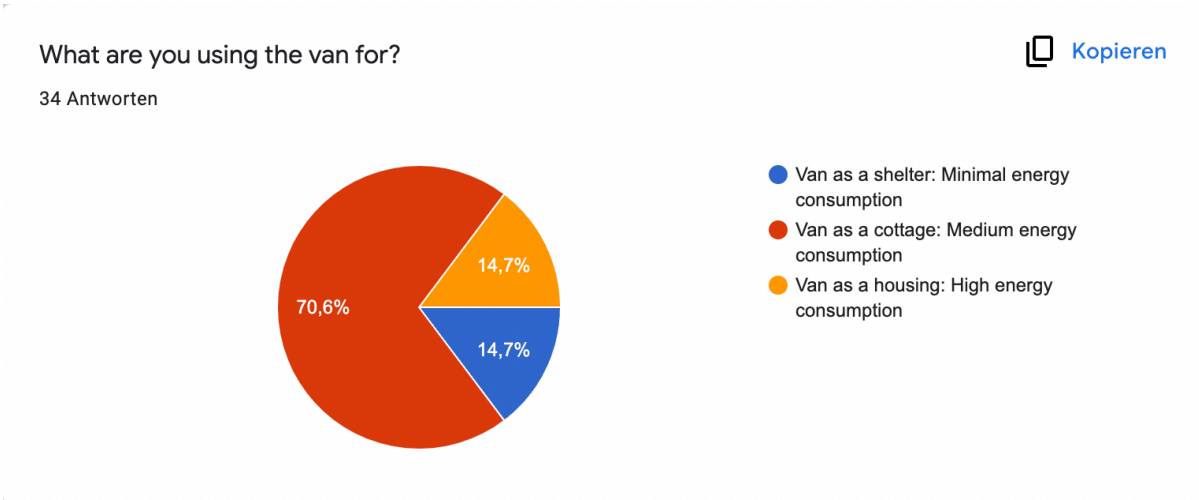


Figure 28: Customer Personas

Customer Personas

"SURVIVING" Minimal energy consumption	"EXPLORING" Medium energy consumption	"GLAMPING" Unlimited energy consumption
• Budget: 1.000€ • Trip lengths: 1-3 days • Usage: "Van as shelter" • Electricity generation: Alternator /Shore power	• Budget: 1.500€ • Trip lengths: 3-7 days • Usage: "Van as cottage" • Electricity generation: Alternator / Shore power /Solar power	• Budget: 2.000€ + • Trip lengths: undefined • Usage:"Van as housing" • Electricity generation: Alternator / Shore power/ Solar power +

Figure 29: Amazon Compensation

STANDARD REMUNERATION OVERVIEWS FOR SPECIFIC PRODUCT CATEGORIES

Standard remunerations for the German Amazon website

Product category	Direct qualified revenue per month	Standard remuneration		
		Direct qualified sale	Indirect qualified sale	Amazon influencer-site
Amazon Games	-	20%	1,5%	20%
Amazon Fashion Clothing, Shoes, Jewelry, Watches, Luggage, Amazon Fashion Women, Men & Kids Private Label, Prime Try first, then pay	< 15.000	10%	1,5%	10%
	>15.000	12%		
Handmade	-	10%	1,5%	10%
Home Furniture, Home Improvement, Household, Kitchen & Dining, Patio, Lawn & Garden, Power & Hand Tools	< 40.000	7%	1,5%	7%
	> 40.000	8%		
Consumables Beer, wine & spirits, food, pet products, baby products, beauty, health & personal care, personal care appliances, office supplies	< 40.000	6%	1,5%	6%
	> 40.000	7%		
Digital and media Books*, Kindle eBooks*, Music, DVDs & Blu-ray, Digital Video Games, Software, Digital Software, Music Downloads, Video Game Downloads	< 20.000	6%	1,5%	6%
	>20.000	7%		
Hobbies and car Outdoor activities, games and toys, sports and fitness, musical instruments, car & motorcycle, business, industry & science	< 20.000	6%	1,5%	6%
	>20.000	7%		
Amazon devices Fire TV, Kindle and Echo devices and accessories	< 5.000	3%	1,5%	3%
	>5.000	4%		
Electronic & Computers Computers, electronics, camera, large electrical appliances, TV and home theater, smartphones and cell phones video games	<80.000	3%	1,5%	3%
	>80.000	4%		
Consoles	-	1%	1,0%	1%
All other products (except of Gift vouchers)	-	3%	1,5%	1,50%
Gift vouchers	-	0%	0,0%	0%

*translated from https://partnernet.amazon.de/help/node/topic/GRXPHT8U84RAYDXZ with deepl.com 04.05.2022

Figure 30: Affiliate Revenue Calculation

Affiliate Revenue

Newbies order value

500 €	6	3.000 €
750 €	20	15.000 €
1.250 €	10	12.500 €
1.750 €	13	22.750 €
2.250 €	6	13.500 €
Sum	55	66.750 €
AVG order value		1.214 €

Experienced order value

500 €	3	1.500 €
750 €	4	3.000 €
1.250 €	5	6.250 €
1.750 €	8	14.000 €
2.250 €	14	31.500 €
Sum	34	56.250 €
AVGorder value		1.654 €

Experienced without DIY order value

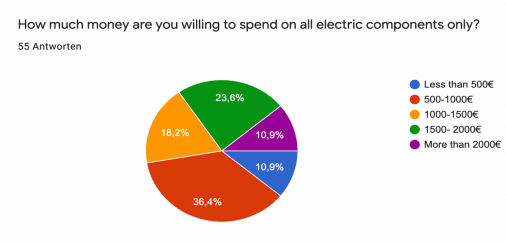
500 €	1	500 €
750 €		0 €
1.250 €	2	2.500 €
1.750 €	1	1.750 €
2.250 €		0 €
Sum	4	4.750 €
AVG order value		1.188 €

* for this calculation the Electrip survey was used as basis

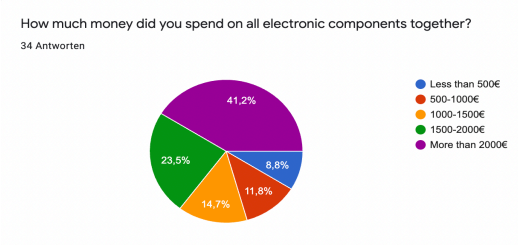
Total Customers 93
AVG Ordervalue overall 1.374 €

AVG Affiliate Commision per Customer overall
7% 96 €
AVG Affiliate Commison per Customer Newbie
7% 85 €
AVG Affiliate Commison per Customer Experienced
7% 116 €

Survey Camper Van Newbies



Experienced with self-built electric installation



Self-built electric installation Newbies

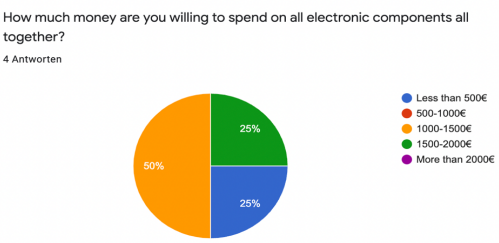


Figure 31: Manual & Wiring Diagram costs

Manual & Wiridng Diagram costs

Service Stream before automatization	Costs
Wiring Diagram (30 min)	35 €
Building Manual (60 min)	70 €
Manual Video Costs	5 €
Total costs for the Service Stream	110 €

after automatization after year 1	Costs
Wiring Diagram (1 min)	0 €
Building Manual (1 min)	0 €
Manual Video Costs	5 €
Total costs for the Service Stream	5 €

Amortisation investment in 1 year

Investment Automatization	5.000 €
Estimated customers in year 1	300
Estimated share per customer	17 €
Wiring Diagram	5 €
Building Manual	5 €

Price for the Service Stream 110 €

	Price	Total costs	Win margin
before automatization	110	110	**0**
After Amortisation	110	5	**105**

Figure 32: Facebook Ads Manager predictions

Facebook Ads Manager predictions

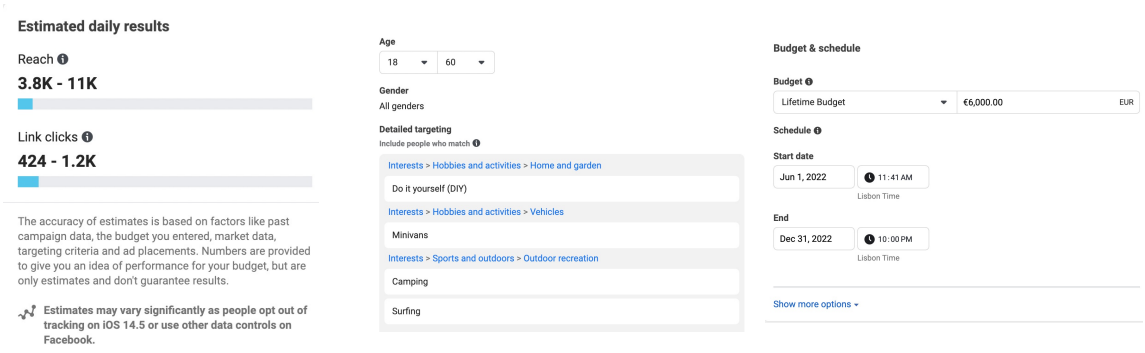
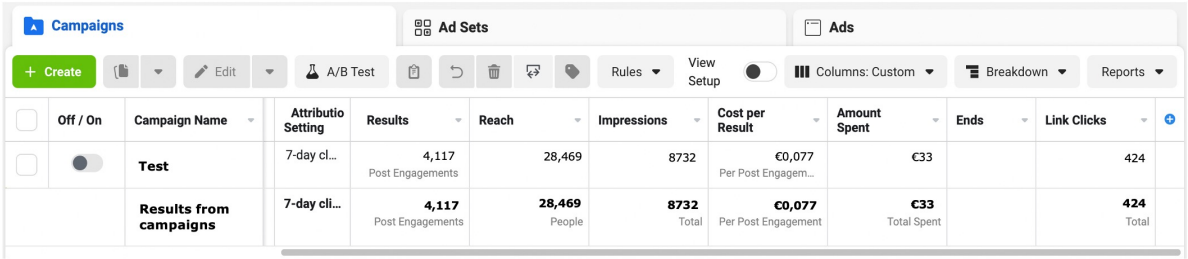


Figure 33: CAC Trial Facebook Ads

CAC Trial



Out of 424 Link Clicks, 2 persons filled out the Configurator on the Electrip Website
→ CAC of 15,57€ per customer
→ Link Click to order conversion rate: 2/424 ≈ 0,5%

Figure 34: Cashflow Realistic

Cashflow Realistic	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Assumed customers	385	771	963	1092	1252	1509
AVG Revenue Affiliate	96 €	96 €	96 €	96 €	96 €	96 €
AVG Revenue Manual	102 €	102 €	102 €	102 €	102 €	102 €
Assumed Revenue per Customer	198 €	198 €	198 €	198 €	198 €	198 €
Nett Revenues/ assuming	76.301 €	152.601 €	190.751 €	216.185 €	247.977 €	298.844 €
Website costs	10.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
Gross Profit	**66.301 €**	**151.601 €**	**189.751 €**	**215.185 €**	**246.977 €**	**297.844 €**
Sales and Marketing Costs *	6.000 €	12.000 €	15.000 €	17.000 €	19.500 €	23.500 €
	12.000 €	4.000 €	4.000 €	4.000 €	4.000 €	4.000 €
SG & A Costs	8.200 €	11.250 €	13.300 €	13.500 €	13.800 €	14.000 €
EBITDA	**40.101 €**	**124.351 €**	**157.451 €**	**180.685 €**	**209.677 €**	**256.344 €**
Depreciation and Amortisation	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €
Interests on dept	-	-	-	-	-	-
EBT	**38.101 €**	**122.351 €**	**155.451 €**	**178.685 €**	**207.677 €**	**254.344 €**
Taxes 19%	7.239 €	23.247 €	29.536 €	33.950 €	39.459 €	48.325 €
Nett Income/ Loss	**30.861 €**	**99.104 €**	**125.916 €**	**144.735 €**	**168.218 €**	**206.019 €**

Costs Realistic	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
COGS/Platform Costs	**12.000 €**	**4.000 €**	**4.000 €**	**4.000 €**	**4.000 €**	**4.000 €**
Development of the Website	10.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
Maintenance	-	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
IT Stuff	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €
Sales and Marketing	**6.000 €**	**12.000 €**	**15.000 €**	**17.000 €**	**19.500 €**	**23.500 €**
Facebook/ Instagram Ads	1.500 €	3.500 €	5.500 €	5.500 €	8.000 €	8.000 €
Google Ads	1.000 €	1.000 €	1.000 €	2.000 €	2.000 €	2.000 €
Landingpage and analytics (Google analytics)	500 €	500 €	500 €	500 €	500 €	500 €
YouTube Ads	2.500 €	6.000 €	7.000 €	8.000 €	8.000 €	12.000 €
Branding	500 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
Selling, General and Administrative (SG & A)	**8.200 €**	**11.250 €**	**13.300 €**	**13.500 €**	**13.800 €**	**14.000 €**
Marketing personnel	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €
Customer service personnel	-	3.000 €	5.000 €	5.000 €	5.000 €	5.000 €
Legal	200 €	250 €	300 €	500 €	800 €	1.000 €
Insurance	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €
Other wages	-	-	-	-	-	-
Other supplies	-	-	-	-	-	-
Office building and administrative	-	-	-	-	-	-
Total Costs and Expenses	**26.200 €**	**27.250 €**	**32.300 €**	**34.500 €**	**37.300 €**	**41.500 €**

Financial Ratios Realistic	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Number of customers/ Estimated	385	771	963	1092	1252	1509
Number of sales	385	771	963	1092	1252	1509
Net profit per sale	0	129 €	131 €	133 €	134 €	136 €
Net Profit margin	0,0%	64,9%	66,0%	66,9%	67,8%	68,9%
Weights of costs	34,3%	17,9%	16,9%	16,0%	15,0%	13,9%
Net Revenue Growth	100,0%	25,0%	13,3%	14,7%	20,5%	
Return on Sales	49,9%	80,2%	81,5%	82,7%	83,7%	85,1%
Retun on Sales AVG	77,19%					
Cost Growths per year		3,85%	15,63%	6,38%	7,51%	10,12%
Average cost growths per year	8,70%					
CAC	15,57 €	15,57 €	15,57 €	15,57 €	15,57 €	15,57 €

*Assumption on number of customers is based on the avg CAC

Figure 35: Cashflow Optimistic

Cashflow Optimistic	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Assumed customers	600	1200	1500	1700	1950	2350
AVG Revenue Affiliate	116 €	116 €	116 €	116 €	116 €	116 €
AVG Revenue Manual	102 €	102 €	102 €	102 €	102 €	102 €
Assumed Revenue per Customer	218 €	218 €	218 €	218 €	218 €	218 €
Nett Revenues/ assuming	130.800 €	261.600 €	327.000 €	370.600 €	425.100 €	512.300 €
Website costs	10.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
Gross Profit	**120.800 €**	**260.600 €**	**326.000 €**	**369.600 €**	**424.100 €**	**511.300 €**
Sales and Marketing Costs *	6.000 €	12.000 €	15.000 €	17.000 €	19.500 €	23.500 €
COGS	12.000 €	4.000 €	4.000 €	4.000 €	4.000 €	4.000 €
SG & A Costs	8.200 €	11.250 €	13.300 €	13.500 €	13.800 €	14.000 €
EBITDA	**94.600 €**	**233.350 €**	**293.700 €**	**335.100 €**	**386.800 €**	**469.800 €**
Depreciation and Amortisation	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €
Interests on dept	-	-	-	-	-	-
EBT	**92.600 €**	**231.350 €**	**291.700 €**	**333.100 €**	**384.800 €**	**467.800 €**
Taxes 19%	17.594 €	43.957 €	55.423 €	63.289 €	73.112 €	88.882 €
Nett Income/ Loss	**75.006 €**	**187.394 €**	**236.277 €**	**269.811 €**	**311.688 €**	**378.918 €**

Costs Optimistic	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
COGS/Platform Costs	**12.000 €**	**4.000 €**	**4.000 €**	**4.000 €**	**4.000 €**	**4.000 €**
Development of the Website	10.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
Maintenance	-	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
IT Stuff	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €
Sales and Marketing	**6.000 €**	**12.000 €**	**15.000 €**	**17.000 €**	**19.500 €**	**23.500 €**
Facebook/ Instagram Ads	1.500 €	3.500 €	5.500 €	5.500 €	8.000 €	8.000 €
Google Ads	1.000 €	1.000 €	1.000 €	2.000 €	2.000 €	2.000 €
Landingpage and analytics (Google	500 €	500 €	500 €	500 €	500 €	500 €
YouTube Ads	2.500 €	6.000 €	7.000 €	8.000 €	8.000 €	12.000 €
Branding	500 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
Selling, General and Administrative	**8.200 €**	**11.250 €**	**13.300 €**	**13.500 €**	**13.800 €**	**14.000 €**
Marketing personnel	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €
Customer service personnel	-	3.000 €	5.000 €	5.000 €	5.000 €	5.000 €
Legal	200 €	250 €	300 €	500 €	800 €	1.000 €
Insurance	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €
Other wages	-	-	-	-	-	-
Other supplies	-	-	-	-	-	-
Office building and administrative	-	-	-	-	-	-
Total Costs and Expenses	**26.200 €**	**27.250 €**	**32.300 €**	**34.500 €**	**37.300 €**	**41.500 €**

Financial Ratios Optimisti	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Number of customers/ Estimated	600	1200	1500	1700	1950	2350
Number of sales	600	1200	1500	1700	1950	2350
Net profit per sale	0	156 €	158 €	159 €	160 €	161 €
Net Profit margin	0,0%	71,6%	72,3%	72,8%	73,3%	74,0%
Weights of costs	20,0%	10,4%	9,9%	9,3%	8,8%	8,1%
Net Revenue Growth	100,0%	25,0%	13,3%	14,7%	20,5%	
Return on Sales	70,8%	88,4%	89,2%	89,9%	90,5%	91,3%
Retun on Sales AVG	86,69%					
Cost Growths per year		3,85%	15,63%	6,38%	7,51%	10,12%
Average cost growths per year	8,70%					
CAC	10,00 €	10,00 €	10,00 €	10,00 €	10,00 €	10,00 €

*Assumption on number of customers is based on the avg CAC

Figure 36: Cashflow Pessimistic

Cashflow Pessimistic	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Assumed customers	200	400	500	567	650	783
AVG Revenue Affiliate	85 €	85 €	85 €	85 €	85 €	85 €
AVG Revenue Manual	102 €	102 €	102 €	102 €	102 €	102 €
Assumed Revenue per Customer	187 €	187 €	187 €	187 €	187 €	187 €
Nett Revenues/ assuming	37.400 €	74.800 €	93.500 €	105.967 €	121.550 €	146.483 €
Website costs	10.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
Gross Profit	**27.400 €**	**73.800 €**	**92.500 €**	**104.967 €**	**120.550 €**	**145.483 €**
Sales and Marketing Costs *	6.000 €	12.000 €	15.000 €	17.000 €	19.500 €	23.500 €
COGS	12.000 €	4.000 €	4.000 €	4.000 €	4.000 €	4.000 €
SG & A Costs	8.200 €	11.250 €	13.300 €	13.500 €	13.800 €	14.000 €
EBITDA	**1.200 €**	**46.550 €**	**60.200 €**	**70.467 €**	**83.250 €**	**103.983 €**
Depreciation and Amortisation	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €
Interests on dept	-	-	-	-	-	-
EBT	**-800 €**	**44.550 €**	**58.200 €**	**68.467 €**	**81.250 €**	**101.983 €**
Taxes 19%	-152 €	8.465 €	11.058 €	13.009 €	15.438 €	19.377 €
Nett Income/ Loss	**-648 €**	**36.086 €**	**47.142 €**	**55.458 €**	**65.813 €**	**82.607 €**

Costs Pessimisitc	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
COGS/Platform Costs	**12.000 €**	**4.000 €**	**4.000 €**	**4.000 €**	**4.000 €**	**4.000 €**
Development of the Website	10.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
Maintenance	-	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
IT Stuff	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €
Sales and Marketing	**6.000 €**	**12.000 €**	**15.000 €**	**17.000 €**	**19.500 €**	**23.500 €**
Facebook/ Instagram Ads	1.500 €	3.500 €	5.500 €	5.500 €	8.000 €	8.000 €
Google Ads	1.000 €	1.000 €	1.000 €	2.000 €	2.000 €	2.000 €
Landingpage and analytics (Google)	500 €	500 €	500 €	500 €	500 €	500 €
YouTube Ads	2.500 €	6.000 €	7.000 €	8.000 €	8.000 €	12.000 €
Branding	500 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
Selling, General and Administrative	**8.200 €**	**11.250 €**	**13.300 €**	**13.500 €**	**13.800 €**	**14.000 €**
Marketing personnel	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €	5.000 €
Customer service personnel	-	3.000 €	5.000 €	5.000 €	5.000 €	5.000 €
Legal	200 €	250 €	300 €	500 €	800 €	1.000 €
Insurance	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €
Other wages	-	-	-	-	-	-
Other supplies	-	-	-	-	-	-
Office building and administrative	-	-	-	-	-	-
Total Costs and Expenses	**26.200 €**	**27.250 €**	**32.300 €**	**34.500 €**	**37.300 €**	**41.500 €**

Financial Ratios Pessimistic	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Number of customers/ Estimated	200	400	500	567	650	783
Number of sales	200	400	500	567	650	783
Net profit per sale	0	90 €	94 €	98 €	101 €	105 €
Net Profit margin	0,0%	48,2%	50,4%	52,3%	54,1%	56,4%
Weights of costs	70,1%	36,4%	34,5%	32,6%	30,7%	28,3%
Net Revenue Growth	100,0%	25,0%	13,3%	14,7%	20,5%	
Return on Sales	-2,1%	59,6%	62,2%	64,6%	66,8%	69,6%
Retun on Sales AVG	53,46%					
Cost Growths per year		3,85%	15,63%	6,38%	7,51%	10,12%
Average cost growths per year	8,70%					
CAC	30,00 €	30,00 €	30,00 €	30,00 €	30,00 €	30,00 €

*Assumption on number of customers is based on the avg CAC

Figure 37: Key learnings, Limitations and Critical Thinking

Key learnings, Limitations and Critical thinking

Key learnings	Limitations	Critical thinking
• Feedback is key • Having an own online store could maximize the win margin but comes with higher investments and risk • The Amazon PartnerNet offers great opportunities to expand to other business fields • Learning how to build a website/ landing page is a good know how for future projects	• Electrip is very dependent on the Amazon PartnerNet • Programming the automatization is not possible for the Electrip team itself by now • Automatization of the wiring diagrams is also not possible yet • CAC is build on assumptions	• Expected revenues are build on assumptions • Good marketing is crucial for Electrip to either be top or flop